COURSE DATA

DATA SUBJECT

Code: 40112
Name: Master's final project
Cycle: Master's Degree
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Indefinite (Individuals)

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Master's final project	MASTER THESIS PROJECT

COORDINATION

MOLINER VELAZQUEZ BEATRIZ

TUBILLEJAS ANDRES BERTA

SUMMARY

The Master's Final Project consists of the completion of an individual project by the student, adopting a multidisciplinary approach to marketing decision-making within a specific industry, sector, or company.

The project will be supervised by an assigned tutor and publicly presented for evaluation by an academic committee.

Through this project, the student must demonstrate their ability to assimilate the knowledge acquired throughout the program and to apply it in a practical manner. This application will generally take the form of a Marketing Plan for a specific company, although there is also the option to carry out a research-based project.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

To be eligible for the presentation and defense of the Master's Final Project, the student must have passed the 34 ECTS credits corresponding to the compulsory subjects (M1, M2, and M3).
This requirement does not prevent the student from starting to work on the project; it is solely a condition for the formal submission of the Master's Final Project.

COMPETENCES / LEARNING OUTCOMES

2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.

Critically analyse one's own work and that of colleagues.

Diseñar estrategias de marketing.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Diseñar un plan de marketing.

Diseñar y ejecutar un plan de investigación de mercados.

Escoger la técnica de investigación de mercados adecuada al problema planteado.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Realizar una adecuada segmentación y selección del público objetivo.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de definir la estrategia de posicionamiento.

Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

The student, under the supervision of their assigned tutor, must develop a project that meets the following guidelines:

· The project must consist of the development of a **Marketing Plan**, with objectives that may include the launch of a new product, internationalization, the development of a positioning strategy, a communication campaign, a distribution plan, a sales plan, etc.

· It must **necessarily include market research** using a **quantitative methodology** that meets two requirements: (1) the use of a valid sample of **100 subjects if the population is consumers**, or **50 if the population is businesses**; and (2) the application of **at least a bivariant technique and/or a multivariate technique**.

· The length of the project **must not exceed 100 pages** (excluding appendices, indexes, and

bibliography).

· The sources of information used must be **formal, up-to-date, relevant**, and primarily **academic and/or professional**. The **APA citation style** must be used for references.

· The use of **Artificial Intelligence** must be **ethical** at all times.

· **Any form of copying or plagiarism is strictly prohibited.**

· The structure of the project should follow, as closely as possible, the following outline:

Cover Page

Signed Statement of Responsibility and Authorship of the Master's Thesis

Indexes

Executive Summary

Situation Analysis

Market Research

SWOT Analysis

Marketing Objectives

Marketing Strategies

Design of Action Plans or Marketing Mix

Timeline and Budget

Control

Bibliography

Appendices

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at supplementary activities	5,00
Monitoring and tutoring of the master's thesis	10,00
Presentation and defence of the master's thesis	1,00
Total hours	**16,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Independent preparation of the master's thesis	124,00
Preparation of the master's thesis project	10,00
Total hours	**134,00**

TEACHING METHODOLOGY

The development of the Master's Final Project will be carried out through a tutorial system designed to help the student focus and structure their work. To this end, once the Master¿s program assigns tutors, the student must contact their assigned tutor and attend the tutorials according to the deadlines, format, and frequency established.

EVALUATION

Project Submission:

To submit the Master's Final Project, the student must have passed the 34 credits corresponding to the compulsory subjects. The submission must be completed through **ENTREU**, within the dates published in the **Virtual Classroom**. Two documents must be attached:

1. a **certificate of passed subjects**, and

2. the **Master's Final Project in PDF format**.

Project Presentation and Defense:

The evaluation of the Final Master Project will be carried out before a Tribunal formed by three professors that can belong to one of the two partner universities.

The student has two calls per course for the defense of his work, although he will have three possible dates (July, September, and an early session in January) from which he will have to choose only two.

The act of defense will consist of a public exhibition by the student during a maximum period of 10

minutes. Then the court willhave the opportunity to ask the questions it deems appropriate. Grades will be published in the days following the defense.

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digital age, 9ª ed. Wiley.

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