

**COURSE DATA****DATA SUBJECT****Code:** 40114**Name:** Design of causal research**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2026-27**STUDY (S)**

| Degree | Center | Acad. year | Period |
|---|---------------------|------------|----------------|
| 2114 - Master's Degree in Marketing and Market Research | Facultat d'Economia | 1 | Second quarter |

SUBJECT-MATTER

| Degree | Subject-matter | Character |
|---|------------------------------|-----------|
| 2114 - Master's Degree in Marketing and Market Research | Specialty in market research | ELECTIVES |

COORDINATION

CURRAS PEREZ RAFAEL MARTIN

TOMAS MIGUEL JOSE MANUEL

SUMMARY

The Causal Research Designs subject analyses different types of research designs according to their possibilities in terms of making causal inferences. In the first place, the subject provides the essential structure to understand the necessary conditions to make causal inferences, by exposing the principles of experimental and quasi-experimental design and the configuration aspects of those designs. Second, the main applications in the field of commercial research are presented in relation to aspects of concept, brand, attributes, packaging, communication, etc.

The objective of the subject is to present to the student the concept and the conditions of the causality, to introduce him / her to the logic of the experimentation, as well as to present the differences between experimental and quasi-experimental designs

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**



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

OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

The previous knowledge is that of access to the Master.

This subject together with those of "Causal Research Designs", "Advanced Statistics" and "Management of Commercial Research Projects" make up the specialty in Market Research.

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.

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

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.

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 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 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 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

1. Topic 1. The logic of experimental research

- 1.1. The concept and conditions of causality
- 1.2. Causality and experimentation

2. Topic 2. Basic concepts about experimentation

- 2.1. Types of variables
- 2.2. Principle of optimization
- 2.3. Experimental control
- 2.4. Estadistic control
- 2.5. Validity in the investigation
- 2.6. Differences between experimental and quasi-experimental designs

3. Topic 3. Main types of experimental and quasi-experimental designs

- 3.1. Experimental designs
- 3.2. Quasi-experimental designs

4. Topic 4. Analysis of data applicable to the main designs

- 4.1. Test t



- 4.2. ANOVA
- 4.3. ANCOVA

5. Topic 5. Applications of experimental and quasi-experimental designs in the field of market research

WORKLOAD

PRESENCIAL ACTIVITIES

| Activity | Hours |
|-----------------------------|--------------|
| Seminar | 5,00 |
| Computer classroom practice | 35,00 |
| Total hours | 40,00 |

NON PRESENCIAL ACTIVITIES

| Activity | Hours |
|---------------------------------------|--------------|
| Attendance at other activities | 5,00 |
| Individual or group project | 0,00 |
| Independent study and work | 6,00 |
| Preparation of lessons | 59,00 |
| Preparation for assessment activities | 20,00 |
| Resolution of case studies | 0,00 |
| Total hours | 90,00 |

TEACHING METHODOLOGY

Theoretical classes participatory master class
Discussion of articles (readings)
Problems

EVALUATION

The evaluation will consist in the presentation of a group work on a problem of marketing research applied in a context of a company with which the group has contact, which will consist of the following phases:



Research design, DATA COLLECTION, ANALYSIS-RESULTS and CONCLUSIONS, with the following weights:

The DESIGN, DATA COLLECTION and CONCLUSIONS block (30% of the final grade), ANALYSIS-RESULTS and CONCLUSIONS (30% of the final grade).

The PARTICIPATION and ASSISTANCE TO CLASS (10%), the delivery of PRACTICES (20%) and its ORAL PRESENTATION (10%) will be valued.

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REFERENCES

- Grande Esteban, I., y Abascal Fernández, E. (2014). Fundamentos y técnicas de investigación comercial. ESIC
- Malhotra, N. K. (2010). Marketing research: An applied orientation. Pearson Education.
- Ortega Martínez, E. (1998): Manual de Investigación Comercial. Pirámide.
- Ledolter, J. Y Swersey, A. (2007). Testing 1 - 2 - 3: Experimental Design with Applications in Marketing and Service Operations. Stanford Business Books, Standford, CA.
- Myers, J.L., Wells, A.D. y Lorch, R.F. (2010). Research design and statistical analysis. 3ª edición. Routledge Academic.