

**COURSE DATA****DATA SUBJECT****Code:** 46788**Name:** International marketing research**Cycle:** Master's Degree**ECTS Credits:** 7.5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2268 - Master's Degree in International Business Management	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	Investigación internacional de mercados	ELECTIVES

COORDINATION

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MORA PEREZ ELISABET

SUMMARY

The module deals with the necessary adaptation of marketing research process to a global context: preliminary stages, secondary and primary data research, questionnaire design, sampling, data analysis and results presentation.

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

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

OTHER REQUIREMENTS

First semester module on Global Marketing Strategies

COMPETENCES / LEARNING OUTCOMES



2268 - Master's Degree in International Business Management

Traducir en objetivos operativos de investigación un problema de investigación de marketing.

DESCRIPTION OF CONTENTS

- 1. Nature and scope of international marketing research**
- 2. Research design and data collection (Research design, secondary data, survey)**
- 3. Data collection I (Qualitative research)**
- 4. Data collection II (Measurement and Scaling, form design)**
- 5. Sampling and fieldwork**
- 6. Data Analysis**
- 7. Report preparation and presentation**
- 8. Ethical issues in marketing research**

WORKLOAD

PRESENCIAL ACTIVITIES



Activity	Hours
Tutorials	15,50
Theory	15,00
Computer classroom practice	45,00
Total hours	75,50

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	112,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	112,00

TEACHING METHODOLOGY

The module will be taught in English language. The learning experience will consist of:

In-class

- Lectures, where theory, models and techniques are presented and explained
- Laboratory, where data preparation and analysis will be developed.

Weekly individual assignments

- Students should solve weekly assignments indicated by the instructor focused on that week lesson. All written work is due at the beginning of class on due date (see schedule below). No late assignments will be accepted.

One-to-group tutorials

- Research directions are provided
- Coursework directions are provided

EVALUATION

Your grade in this course will depend on several contributions with different weights, as follows: Students will be assessed through 70%-coursework and 30%-group IMR project.



- Weekly assignments (70%)
 - Assessed learning outcomes: 1 to 4
 - Individual grade
- International Marketing Research Project (30%)
 - Assessed learning outcomes: 1 to 4.
 - Team grade (max 5 students per group)
 - Peer assessment
 - Assessment on the final research report.

As a summary:

Class participation --

Individual assignment 70%

Group assignment 30%

Total 100%

REFERENCES

- Malhotra, N. K. (2020). Marketing research: An Applied Orientation, Global edition. 7th edition. Pearson.
- Kumar, V. (2024). International marketing research: A transformative approach 1st edition. Palgrave Macmillan. Rose, S. (2024). Management research: applying the principles of business research methods. Abingdon, Oxon; New York, NY : Routledge, 2024.