

## 1. BASIC DATA

Subject	Market Research I
Degree	Degree in Marketing
School/Faculty	Social and Communication Sciences
Course	First
ECTS	6 ECTS
Character	Basic
Languages	Spanish and English
Mode	On-site
Semester	Second semester
Academic year	2025-2026
Coordinating teacher	Nuria Alabau Tejada
Teaching	Albert Budica

## 2. PRESENTATION

The subject Market Research I belongs to the Degree in Marketing.

The main objective of this course is for students to acquire the basic skills needed to develop market research projects. To do so, they must understand the context in which market research is conducted and the research designs available. They must also understand and know how to use both secondary and primary data, as well as the various tools related to obtaining primary data (e.g., in-depth interviews, focus groups, etc.). Students will also acquire sufficient knowledge to write reports and communicate their research findings to various audiences. To achieve these objectives, students will receive theoretical and practical training that combines lectures with case studies, forums and debates, practical exercises, and project-based learning. Upon completion of the course, students will have acquired the necessary skills to: a) understand the different research methodologies; b) develop techniques for obtaining and analyzing information used in market research; c) design a market study; and d) understand and apply qualitative and quantitative research techniques. Evidence of learning will be reflected through an assessment system that combines theoretical knowledge tests, oral presentations, and practical exercises, both online and offline.

### 3. COMPETENCES AND LEARNING OUTCOMES

#### • LEARNING OUTCOMES OF THE TITLE

##### **Skills**

HAB03. Ability to identify and understand the marketing and sales areas in the company, apply the various tools available for managing them, and understand the main relationships with other departments.

##### **Competencies**

CP11: Ability to understand and analyze consumer behavior: ability to evaluate and predict behaviors and trends in the different audiences in which consumers are classified in relation to a particular product or service, both geographically and culturally or in terms of population segments.

CPT06. Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential for error, based on evidence and objective data that lead to effective and valid decision-making.

CPT07. Adapt to adverse, unexpected, and stressful situations, whether personal or professional, overcoming them and even turning them into opportunities for positive change.

CPT08: Demonstrate ethical behavior and social commitment in the performance of professional activities, as well as sensitivity to inequality and diversity.

#### • LEARNING OUTCOME OF THE SUBJECT

- The student will know the different research methodologies
- The student will be able to develop techniques for obtaining and analyzing information used in market research.
- The student will be able to design a market study.
- The student will know and know how to apply qualitative and quantitative research techniques.

### 4. CONTENTS

- Fundamentals of Market Research
- The Market Research Process
- Uses of information
- Qualitative Research.
- Quantitative Research
- Analysis and presentation of results

### 5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied:

- Master class.
- Case method.
- Cooperative learning.
- Problem-based learning (PBL)
- Project-based learning.
- Simulation environments.

## 6. TRAINING ACTIVITIES

The following identifies the types of training activities that will be carried out and the student's time commitment for each of them:

### In-person modality:

Training activity	Number of hours
Tutorial	5h
Master classes	32h
Asynchronous master classes	10h
Self-employment	30h
Oral presentations	12h
Case analysis and problem solving	8h
Group participatory activities	8h
Knowledge test	3h
Carrying out work/projects	6 h
<b>TOTAL</b>	<b>150h</b>

## 7. EVALUATION

The evaluation systems and their weighting in the total grade for the subject are listed below:

### On-site modality:

Evaluation system	Weight
Knowledge test	40%
Oral presentations	10%
Projects	15%
Reflective diary	10%
Case / problem	20%
Performance Observation	5%

On the Virtual Campus, when you access the course, you can view the detailed assessment activities you must complete, as well as the due dates and assessment procedures for each one.

### 7.1. Ordinary call

To pass the subject in the regular exam session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject.

In any case, you'll need to obtain a grade greater than or equal to 5.0 on the final test so that it can be averaged with the rest of the activities.

### 7.2. Extraordinary call

To pass the subject in the regular exam session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject.

In any case, you'll need to obtain a grade greater than or equal to 5.0 on the final test so that it can be averaged with the rest of the activities.

Any activities that were not passed during the regular session must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

## 8. SCHEDULE

This section indicates the schedule with dates for submitting evaluable activities for the subject:

Evaluable activities	Date
Activity 1	Week 3
Activity 2	Week 5
Activity 3	Week 7
Activity 4	Week 10
Activity 5	Week 13-15
Activity 6	Week 18

This schedule may be subject to changes due to logistical reasons. Students will be notified of any changes in a timely manner.

## 9. BIBLIOGRAPHY

The reference work for following the subject is:

- Nogales, A. F. (2004). Market research and techniques (2nd Ed.). ESIC.

Recommended bibliographic references are listed below:

- Balducci, B., & Marinova, D. (2018). Unstructured data in marketing. Journal of the Academy of Marketing Science, 1-34.
- Ungarova, T., & Bipazhanova, research questions using the A. (2017). 'Jumping the first hurdle': Framing action • Brownhill, S. Ice Cream Cone Model. Methodological Innovations, 10(3) 1–11

## 10. DIVERSITY ATTENTION UNIT

Students with specific educational support needs:

Curricular adaptations or adjustments for students with specific educational support needs, in order to ensure equal opportunities, will be determined by the Diversity Attention Unit (UAD).

It will be an essential requirement to issue a report on curricular adaptations/adjustments by said Unit, so students with specific educational support needs should contact us through: [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

---

## 11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email.

Your feedback is essential to improve the quality of the degree.

Thank you very much for your participation.