

1. BASIC INFORMATION

Course	MARKET RESEARCH II
Degree program	BACHELOR S DEGREE IN MARKETING
School	SOCIAL SCIENCES FACULTY
Year	SECOND
ECTS	6 ECTS
Credit type	COMRE
Language(s)	ENGLISH
Delivery mode	ON SITE
Semester	2ND SEMESTER
Academic year	2025-2026
Coordinating professor	NADIA AHMADOUCHE
Professor	NADIA AHMADOUCHE

2. PRESENTATION

.The subject Market Research and Techniques II belongs to the Bachelor's Degree in Marketing. Its main objective is for the student to continue developing, based on the basic skills acquired, in Research and Market Techniques I, certain basic skills to create a research project. It is expected that, based on the analysis of data collection and subsequent sampling, fieldwork can be carried out. This fieldwork will lead to the analysis of data, so that the results of the same must yield practical applications at the managerial level, or commercial research.

The evidence of learning will be reflected through an evaluation system that combines theoretical knowledge tests, oral presentations and the completion of practical exercises both online and offline.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB1 - Students must have demonstrated that they possess and understand knowledge in an area of study that is based on the basis of general secondary education, and is usually at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

CB2 - Students must know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB3 - Students must have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues.
CB5 - Students must have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CB4: Students should be able to transmit information, ideas, problems and solutions to both a

specialised and non-specialised audience.

CB5: Students must have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

CT01 - Ethical values: Ability to think and act according to universal principles based on the value of the person that are aimed at their full development and that entails commitment to certain social values.

CT02 - Autonomous learning: A set of skills to select strategies for searching, analyzing, evaluating and managing information from various sources, as well as to independently learn and put into practice what has been learned.

CT05 - Analysis and problem solving: Be able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches, and perspectives to find optimal solutions and efficient negotiations.

Specific competencies:

CE07 - Ability to apply the technical tools used in market research and take them as a criterion in decision-making, respecting fundamental rights and equality between men and women.

CE13 - Ability to interpret the economic and market data obtained in order to facilitate and improve business decision-making and marketing planning.

CE29 - Ability to apply quantitative and qualitative research models in the field of market research.

Learning outcomes:

LO1 - Perform brand tests for product launches.

LO2 - Perform advertising pre-test and post-test.

LO3 - Real business decision-making based on research results

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB1, CB2, CB3, CB5, CT01, CE07, CE29	LO1: Perform brand tests for product launches
CB2, CB3, CB5, CT02, CE07, CE29	LO2: Perform advertising pre-test and post-test.
CB1, CB2, CB3, CB4, CB5, CT01,	LO3 - Real business decision-making based on research results.

4. CONTENT

The subject is organized into five learning units, which, in turn, are divided into topics:

Topic 1: Data collection.

Topic 2: Sampling.

Topic 3: Fieldwork.

Topic 4: Data analysis.

Topic 5: Practical applications of quantitative and qualitative market research for product and brand positioning, understanding market trends, and their practical application

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lecture / web conference.
- Case method.
- Cooperative learning.
- Problem-based learning (PBL). Master class. ^[L]_[SEP]
- Project-based learning ^[L]_[SEP]
- Simulation environments ^[L]_[SEP]

6. LEARNING ACTIVITIES

Find below the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Tutorials	5
Lectures	40
Independent work	30
Oral presentations	12
Case analysis and problem solving	20
Group participatory activities	20
Knowledge test	3
Reports and written assignments	20
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	50%
Reflective Journal	10%
Cases/Issues	15%
Performance Observation	5%
Project	15%

Oral presentations	5%
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In the Virtual Campus, when you access the course, you will be able to view the evaluation activities you need to complete in detail, as well as the submission deadlines and the evaluation procedures for each of them.

7.1. First exam period

To pass the course in the regular exam session, you must obtain a grade of 5.0 or higher out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade of 5.0 or higher in the final exam for it to be averaged with the rest of the activities.

7.2. Second exam period

To pass the course in the extraordinary exam session, you must obtain a grade of 5.0 or higher out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade of 5.0 or higher in the final exam for it to be averaged with the rest of the activities.

You must submit the activities not passed in the regular exam session, after receiving the corresponding corrections from the instructor, or those that were not submitted.

8. SCHEDULE


This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline/weeks
Activity 1. Design of a questionnaire	Week 3
Activity 2. The scientific article and the results of the research	Week 5
Activity 3. Sampling and definition of the target audience - the buyer persona	Week 6
Activity 4. Report analysis and extended abstract	Week 8
Activity 5. Data collection, organization and management	Week 9
Activity 6. Project advocacy	Week 14-15
Activity 7. Reflective Journal	Week 14-15
Activity 8. Objective Knowledge Test	Week 15-16

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Malhotra, N. K. (2010). "Marketing research: an applied orientation". Madrid: Pearson Educación. 

- Martínez Valverde, J.F. "Investigación comercial". Madrid: Paraninfo, 2015. ^[1]_{SEP}

Recommended Bibliography is:

- Nogales, Á. F. (2004). Investigación y técnicas de mercado (2o Ed.). ESIC.
- Bologna, E. "Métodos estadísticos de investigación". Córdoba: Editorial Brujas, 2018. ^[1]_{SEP}
- Santasmases, M. "Fundamentos del Marketing". Madrid: Pirámide, 2018. ^[1]_{SEP}
- Tójar Hurtado, J.C. "Investigación cualitativa: comprender y actuar". Madrid: La Muralla, 2006.
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10. EDUCATIONAL GUIDANCE, DIVERSITY, AND INCLUSION UNIT

From the Educational Guidance, Diversity, and Inclusion Unit (ODI), we offer support to our students throughout their university life to help them achieve their academic goals. Other pillars of our work include the inclusion of students with specific educational support needs, universal accessibility across the university's various campuses, and equal opportunities.

From this Unit, we offer students:

1. Support and monitoring through personalized advising and plans for students who need to improve their academic performance.
2. In terms of diversity care, we implement non-significant curricular adjustments, meaning at the level of methodology and evaluation, for those students with specific educational support needs, aiming to ensure equity of opportunities for all students.
3. We offer students various extracurricular educational resources to develop diverse skills that will enrich their personal and professional growth.
4. Vocational guidance through tools and advising for students with career-related doubts or who believe they made the wrong choice in their degree program.

Students who need educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

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

The surveys will be available in the survey section of your virtual campus or via your email.

Your feedback is essential to improving the quality of the degree program.

Thank you very much for your participation.