

1. BASIC DATA

Subject	Business Intelligence
Degree	Degree in Marketing
School/Faculty	Social and Communication Sciences
Course	Second
ECTS	6 ECTS
Character	Mandatory
Languages	Spanish and English
Mode	On-site
Semester	First semester
Academic year	2025-2026
Coordinating teacher	Nuria Alabau Tejada
Teaching	Carlos Gonzalo Penela

2. PRESENTATION

The Market Intelligence course is part of the Marketing Module. This module is developed through vertical integration over the four years of training required for the Marketing Degree.

This course has a total of 6 ECTS credits, in which students will acquire theoretical and practical skills to implement, in the future, Market Intelligence reports that will subsequently lead to the creation of strategic Marketing plans. All of this will be achieved through a critical analysis of the information handled through various relevant tools.

3. LEARNING OUTCOMES

LEARNING OUTCOMES OF THE TITLE

Knowledge

CON02: Knowledge of statistical and econometric tools for the analysis of economic and business variables.

CP11

Competencies: 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 CPT01. Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way.

CPT02. Transmit messages (ideas, concepts, feelings, arguments), both orally and written, strategically aligning the interests of the different agents involved in the communication.

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.

LEARNING OUTCOMES OF THE SUBJECT

- The student will learn the different research methodologies
- The student will be able to develop techniques for obtaining and analyzing the 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 classes.
- 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
Master classes	42h
Asynchronous masterclasses	8h
Self-employment	30h
Oral presentations	12h
Case analysis and problem solving	10am
Carrying out work/projects	6 p.m.

Group participatory activities	8pm
Knowledge tests	5h
Tutorial	5h
TOTAL	150h

7. EVALUATION

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

On-site modality:

Evaluation system	Weight
Works / Projects	20%
Oral presentations	10%
Student reflective journal (student reflection and writing about their own learning process)	10%
Case analysis and problem solving	20%
Knowledge tests	40%

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.

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 6
Activity 3	Week 8
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:

•Skyrius, R. (2021). Business intelligence. In Progress in IS. <https://doi.org/10.1007/978-3-030-67032-0>

Recommended bibliography is provided below:

- Florence, C. (2023). Data storytelling in marketing: How to tell persuasive stories through data. GF Books.
- Nussbaumer Knaflig, C. (2023). Storytelling with Data: Let's Practice!. Wiley.
- Wilson, T., & Sutherland, J. (2025). Analytics the right way: A business leader's guide to putting data to productive use. W. W. Norton & Company.

10. EDUCATIONAL GUIDANCE UNIT, DIVERSITY AND INCLUSION

From the Educational Guidance, Diversity and Inclusion Unit (ODI) we offer support to our students throughout their university life to help them achieve their goals.

academics. Other pillars of our work are the inclusion of students with special needs specific educational support, universal accessibility on the different campuses of the university and the equal opportunities.

From this Unit, students are offered:

1. Accompaniment and monitoring through the implementation of personalized advice and plans students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific support needs educational, thereby pursuing equal opportunities for all students.

3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree.

Students in need of educational support can write to us at:

Orientacioneducativa.uev@universidadeuropea.es

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.