

1. BASIC INFORMATION

Course	Commercial Research
Degree program	Global Bachelor's Degree in International Business
School	Social and Communication Sciences
Year	3rd
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	On-campus
Semester	S6
Academic year	2024-2025
Coordinating professor	Diego Bravo de Urquía
Professor	

2. PRESENTATION

Market research is a marketing discipline that aims to provide the organisation with the necessary information to support its strategic decisions.

After studying this subject, students will be able to design a market research process, knowing the different sources of information available and their main applications. In addition, students will be able to differentiate between the two main types of primary research that exist (qualitative and quantitative) and, in a general way, know the different existing techniques of each type.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS2. Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3. Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4. Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross-curricular competencies:

- CS4. Analysis and synthesis: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.
- CS5. Apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CS8. Information management: The ability to find, select, analyze and integrate information from different sources.
- CS10. Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.
- CS16. Decision-making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.
- CS18. Use of information and communication technologies (ICT): The ability to use information and communication technologies effectively as a tool for finding, processing and storing information, as well as for developing communication skills.

Specific competencies:

- SS4. Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- SS7. Ability to use management tools available in the area of marketing and commercial management, in the context of international business.
- SS13. Ability to analyze and evaluate new competitive markets in international social environments when making strategic business decisions.
- SS15. Ability to perform market analysis prior to making decisions on international expansion and business growth.
- SS16. Ability to select the best strategic planning, marketing and commercial options, which are then implemented in the markets and companies in which the business activity takes place, in a context of globalized and interdependent environments.
- SS24. Ability to recognize technology and innovation strategies, as well as technological analysis tools and technological capabilities of the company.

Learning outcomes:

- LO1: Understand the usefulness of market research in making business decisions.
- LO2: Know the process of designing and conducting market research in order to penetrate a new market.
- LO3: Approach to the different research techniques.

The table below shows the relationship between the competencies that are developed in the course and the learning outcomes that are pursued:

Competencies	Learning outcomes
BS2, BS3, BS4 CS4, CS5, CS8, CS10, CS16, CS18, SS4, SS7, SS13, SS15, SS16, SS24	<ul style="list-style-type: none"> • LO1: Understand the usefulness of market research in making business decisions.
BS2, BS3, BS4 CS4, CS5, CS8, CS10, CS16, CS18 SS4, SS7, SS13, SS15, SS16, SS24	<ul style="list-style-type: none"> • LO2: Know the process of designing and conducting market research in order to penetrate a new market.
BS2, BS3, BS4 CS4, CS5, CS8, CS10, CS16, CS18 SS4, SS7, SS13, SS15, SS16, SS24	<ul style="list-style-type: none"> • LO3: Approach to the different research techniques.

4. CONTENT

Content:

- Definition and scope of market research
 - Applications in an international context
 - marketing information system (MKIS)
 - Market research classification
 - Stages in the research process
- Defining the research question
- Secondary sources: National and international sources
- Qualitative research techniques (applications, methods, internet, specific uses in the analysis of foreign markets)
- Qualitative research techniques (applications, types, questionnaires, sampling, use of the internet)
- Other research techniques (observation, the Delphi method, experimentation)
- Ethical and legal aspects of market research

5. TEACHING-LEARNING METHODOLOGIES

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

- Master classes
- Case method
- Cooperative learning
- Problem-based learning

6. LEARNING ACTIVITIES

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

Learning Activity	Number of hours
Master classes	18
Autonomous work	30
Formative assessment	10
Participatory group activities	20
Oral presentations	20
Case studies and Problem solving	20
Tutorial sessions	10
Asynchronous master classes	22
TOTAL	150

7. ASSESSMENT

The following assessment methods will be used, with the associated weight on the total grade:

Assessment method	Weight
Knowledge exam	40%
Case studies and Problem solving	25%
Written reports	15%
Oral presentations	20%

When you access the course on the Virtual Campus, you will find the assessment activities you have to complete, as well as the delivery deadlines and assessment procedures for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at least 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other ac-vi-es.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the practical exams in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having

received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

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

Assessable activities	Deadline
Activity 1	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

9. BIBLIOGRAPHY

The following is a suggested bibliography.

- Grande, I.; Abascal, E (2007). Fundamentos y técnicas de inversión comercial, 9a edición. Madrid, ESIC.
- Baena, V. (2011), Fundamentos del Marketing, Entorno, consumidor estrategia e inversión comercial. UOC. ISBN 9788497884648
- Hair, J.F.; Bush, R.P. y Ormrod D.J. (2010). Información de mercados en un ambiente de información digital, 4a Edición, México D.F. Editorial Mc Graw Hill.
- Malhotra Naresh, K. (2008) Inversión de Mercados, 5a edición. Naucalpan de Juárez, Estado de México, Editorial Pearson. ISBN: 978-970-26-1185-1.
- Pedret Yebra, Ramón et al (2004). Inversión de Mercados I. Barcelona: Fundación per a la Universitat Oberta de Catalunya.
- Alain D'Astous, Raul Sanabria, Simon Pierre (2003), "Inversión de Mercados" Editor: Grupo Editorial Norma, ISBN-10: 9580473218, ISBN-13: 978-9580473213

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

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

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.