1. BASIC DATA

Subject	Market Intelligence
Degree	Global bachelor´s degree in Business management and entrepreneurship
School/Faculty	Social Sciences
Course	Second
ECTS	6
Character	Elective
Languages	Spanish and English
Mode	On-site
Semester	Second
Academic year	2025-2026
Coordinating teacher	Nuria Alabau Tejada
Teaching	Nuria Alabau Tejada

2. PRESENTATION

The **Market Intelligence** course , within the Bachelor's Degree in Business Administration and Management (ADE), aims to provide students with a solid understanding of the processes and methodologies involved in market research. Throughout the course, students will acquire knowledge of various data collection and analysis techniques relevant to business decision-making. They will be trained in the design of market studies, integrating both qualitative and quantitative approaches, which will allow them to interpret consumer behavior, detect opportunities, and anticipate trends. This course seeks to develop analytical skills applied to real-life contexts, equipping future professionals with key tools to generate value from information.

3. COMPETENCES AND LEARNING OUTCOMES

Knowledge:

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

Basic skills:

- CB11: Ability to understand and analyze consumer behavior: ability to evaluate and predict behaviors and trends in the
  different audiences in which the
  classify consumers in relation to a particular product or service, both
  geographically as well as culturally or in terms of population segments

Transversal skills:

• CPT01. Create new ideas and concepts from known ones, reaching conclusions or solving problems, challenges, and
situations in an original way. • CPT02. Transmit messages (ideas, concepts, feelings, arguments),
both orally and in writing, 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 transforming them into opportunities for positive change.

Learning outcomes:

• The student will know 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 understand and
be able to apply qualitative and quantitative research techniques.

The table below shows the relationship between the skills developed in the subject and the learning outcomes pursued:

Competencies	Learning outcomes
CON02; CB11; CT01;CT02;CT06;CT07	The student will know the different research methodologies
CON02; CB11; CT01;CT02;CT06;CT07	The student will be able to develop techniques for obtaining and analyzing information used in market research.
CON02; CB11; CT01;CT02;CT06;CT07	The student will be able to design a market study.
CON02; CB11; CT01;CT02;CT06;CT07	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:

Training activity	Number of hours
Masterclasses	42h
Oral presentations	12h
Case analysis and problem solving	1h
Knowledge tests	5h
Tutorial	5h
Asynchronous masterclasses	8h
Self-employment	30h
Carrying out work/projects	6 p.m.
Group participatory activities	8pm
TOTAL	**150h**

7. EVALUATION

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

In-person modality:

Evaluation system	Weight
Knowledge test	30%
Case analysis and problem solving	25%
Works/projects	15%
Oral presentations	10%
Student reflective journal	10%
Participation in debates and forums	10%

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 an extraordinary 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 bibliography is provided below:

• Balducci, B., & Marinova, D. (2018). Unstructured data in marketing. Journal of the Academy of
   Marketing Science, 1-34. •

Brownhill, S. Ungarova, T., & Bipazhanova, A. (2017). 'Jumping the first hurdle': Framing action research questions using the
   Ice Cream Cone Model. Methodological Innovations, 10(3) 1–11

10. EDUCATIONAL GUIDANCE UNIT, DIVERSITY AND INCLUSION.

From the Educational Guidance and Diversity 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, 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, for those students with specific educational support needs, thereby pursuing equal opportunities for all students.
3. We offer students various extracurricular training resources to develop diverse skills that will enrich their personal and professional development.
4. Career guidance through the provision of tools and advice to students with vocational questions or who believe they have made the wrong choice in 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.