INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Marketing II			Field of study	Management		
Bachelor in	Management			School	School of Technology and Management		
Academic Year	2022/2023	Year of study	3	Level	1-3	ECTS credits	6.0
Type	Semestral	Semester	2	Code	9147-707-3203-00-22		

Workload (hours)	162	Contact hours	T -	TP -	PL -	TC -	S -	E -	OT -	O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Paula Odete Fernandes, Hélder Miguel Gonçalves Pereira, Isabel Maria Lopes, Maria Prudência Gonçalves Martins, Vitor Fernando Fontes Costa

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Recognize the importance of market research for the decision making process and identify the steps of a market research
2. Identify sources of primary and secondary data for the market research and determining a sample size
3. Draw a questionnaire for a specific study using open source tools
4. Identify the information required to customer management
5. Understand the issues related with Webmarketing
6. Distinguish applications and technologies used in Direct Marketing
7. Generate and interpret the results using analysis as exploratory descriptive, inferential, multivariate, linear regression models and regression models for categorical dependent variables
8. Prepare and present a written research report

Prerequisites

Before the course unit the learner is expected to be able to:
1. Apply knowledge acquired in English writing;
2. Apply knowledge acquired in scientific foundations of business management;
3. Apply knowledge acquired in real analysis, statistics, applied economics and informatics.

Course contents

Data collection methods. Constructing the questionnaire. Tools of digital marketing. Case study. Cleaning and building the database. Processing, presentation and data analysis.

Course contents (extended version)

1. Data collection methods
   - Phases of market research
   - Types of research
   - Data sources
   - Tools for data collection
   - Sampling methods
   - Sample size
2. Constructing the questionnaire
   - Preliminary study
   - Questionnaire design
   - Building the questionnaire for measure the latent variables
   - Prepare the final questionnaire
3. Tools of digital marketing
   - CRM systems (Customer Relationship Management)
   - Webmarketing tools
   - Open-source online survey tools
4. Case study
   - Online questionnaires
   - Direct Marketing
   - Marketing Datasets
5. Cleaning and building the database
6. Processing (using statistical software), presentation and data analysis
   - Exploratory descriptive analysis and inferential analysis
   - Exploratory factor analysis and cluster analysis
   - Application explicative techniques

Recommended reading

1. Aaker, D. , Kumar, V. , Leone, R. , & Day, G. (2016). Marketing Research (12th Ed.). Hoboken, NJ: John Wiley & Sons, Inc.
2. Fatouretchi, M. (2019). The Art of CRM: Proven strategies for modern customer relationship management. Packt Publishing Ltd.
3. Malhotra, N. , Nunan, D. , & Birks, D. (2017). Marketing Research: An Applied Approach (5th Ed.). Harlow, UK: Pearson Education Limited.
4. Maroco, J. (2021). Análise Estatística com o SPSS Statistics (8. ª Ed.). Lisboa: ReportNumber.
5. Toepoel, V. (2016). Doing Surveys Online. London: SAGE Publications Ltd.

Teaching and learning methods

The course is based on theoretical-practical lessons, with contents exposition, presentation and discussion of case studies, using audiovisual resources. The practical part, using open source tools and statistical software, is focused on the design and development of a market study.

Assessment methods

1. Alternative 1: Continuous Assessment/ERASMUS - (Regular, Student Worker) (Final)
   - Practical Work - 30% (Development and implementation of the questionnaire using open source tools)
   - Practical Work - 60% (Preparation of the written report: exploratory research (20%); processing and analysis of data (40%))
   - Work Discussion - 10%
2. Alternative 2/ERASMUS Programme - (Regular, Student Worker) (Supplementary)

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Assessment methods

- Final Written Exam - 100% (Only for students who wish to improve the mark obtained in the regular time evaluation.)

3. Alternative 3/ERASMUS Programme - (Regular, Student Worker) (Special)
   - Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Paula Odete Fernandes	António Jorge da Silva Trindade Duarte	José Luís Padrão Exposto	António Borges Fernandes	José Carlos Rufino Amaro
05-03-2023	17-03-2023	17-03-2023	21-03-2023	25-03-2023

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