ipb
INSTITUTO POLITÉCNICO
DE BRAGANÇA

Course Unit	Marketing Research		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	2	Level	1-2	ECTS credits	6.0
Type	Semestral	Semester	1	Code	9205-714-2102-00-23		

Workload (hours)	162	Contact hours	T	-	TP	60	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)	Lara Marisa Santos

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Know the market research applications for marketing;
2. Understand the role of market research in marketing decision making;
3. Know and select the appropriate qualitative or quantitative study;
4. Plan and implement a market research;
5. Select adequated data sources;
6. Conduct a data collection process;
7. Analyse and present the obtained results.

Prerequisites

Before the course unit the learner is expected to be able to:
Statistics and informatics' knowledge (at user level).

Course contents

1. Introduction to Market Research 2. Market Research Design 3. Qualitative studies 4. Quantitative studies 5. Quantitative data treatment and analysis

Course contents (extended version)

1. Introduction to market research
   - Concept and objectives of market research;
   - The role of market research in marketing decisions;
   - Market research application areas in the frame of marketing;
   - Market research types of studies.
2. Market research design
   - Step 1: Establishment of the marketing problem;
   - Step 2: Planning the market research;
   - Step 3: Data collection;
   - Types of data and data sources;
   - Evaluation of existing information;
   - Data collection techniques: advantages and disadvantages of each technique;
   - Step 4: Data treatment and analysis;
   - Step 5: Writing the report and presenting the results;
   - Step 6: Result analysis and marketing decisions
3. Qualitative studies
   - Design and implement data collection using interviews, focus groups and observation methods;
   - Support techniques: projective, associative and creative techniques;
   - Qualitative data treatment and analysis;
   - Content analysis, manual and using a software.
4. Quantitative studies
   - Design and implement data collection using surveys;
   - Essential rules to develop a questionnaire;
   - Sampling procedures;
   - Data treatment and analysis.
5. Quantitative data treatment and analysis
   - Questionnaire analysis and variable selection;
   - Creating a data base using SPSS;
   - Arrange, transcript and transformation of the data;
   - Statistical analysis using SPSS.

Recommended reading

1. Aacker, D. , Kumar, V. , Leone, R. , & Day, G. (2013). Marketing research (11th ed.). John Wiley & Sons.
2. Gonçalves, S. , Gonçalves, J. , & Marques, C. (2021). Manual de investigação qualitativa. Pactor, Edições de Ciências sociais, Forenses e de Educação.
3. Lopes, J. (2011). Fundamental dos estudos de Mercado (2. ª ed. revista e corrigida). Edições Sílabo.
4. Oliveira, J. (2014). Marketing research (Vol. I e II) - Investigação em marketing. Edições Sílabo.
5. Pestana, M. , & Gageiro, J. (2014). Análise de Dados para Ciências Sociais. A Complementaridade do SPSS (6ª Edição). Edições Sílabo.

Teaching and learning methods

The course unit will be taught through the theoretical contents exhibition (expositive method), followed by the analysis and resolution of case studies (demonstrative method). To promote greater students involvement in the acquisition of knowledge and skills case studies will be distributed in order to proceed to its resolution and analysis. Statistical software will be used.

Assessment methods

1. Continuos evaluation - (Regular) (Final, Supplementary, Special)
   - Practical Work - 20% (Practical work in class)
   - Experimental Work - 40% (Preparation and application of an interview and questionnaire)
   - Final Written Exam - 40% (Final test in the exam calendar, subject to 80% attendance as an admission requirement)
2. Final Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)

Assessment methods

   - Final Written Exam - 100%
3. Final evalution - incoming students - (Regular) (Final, Supplementary, Special)
   - Final Written Exam - 100% (The exchange students (incoming students) will be evaluated with a written exam.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Lara Marisa Santos	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
20-10-2023	20-10-2023	21-10-2023	23-10-2023