

TEACHING PLAN FOR

● APPLIED MARKETING RESEARCH IN THE DIGITAL ERA

1. Basic Description

Name of the course: Applied Marketing Research in the Digital Era

Academic year: 2017–2018

Term: 1st

Degree / Course: International Business Programme

Code: 80130

Number of credits: 6

Total number of hours committed: 150

Teaching language: English

Lecturer: Andriy Ivchenko

Timetable:

Group 1

Tuesday and Thursday 1.00–3.15 pm

Office hours:

Tuesday 10.00 am–1.00 pm

2. Course Overview

Customer focus is now one of the keys to success in any kind of modern business venture, from Twitch streamers to major corporations. Developing products that serve customers' needs in the best possible way, increase customer satisfaction and engagement and build unforgettable experiences requires considerable data collection efforts and how-to knowledge.

This course aims to introduce the key priorities to be taken into account when building successful marketing strategies and to provide students with working knowledge and firsthand experience of running offline and online marketing research campaigns. Students will learn about the key principles of how to design and plan marketing research, explore relevant research designs for B2B and B2C sectors, learn about the particular features of data transformation and analysis, as well as discussing new trends in marketing research, including neuromarketing. Students are expected to work individually and in groups on several marketing research campaigns and to present their work to their peers.

This course will quickly go beyond general concepts and ideas and provide students with in-depth understanding of critical details of modern marketing research. It aims to equip students with practical tools they will be able to apply in real-life situations.

3. Competences to Be Worked on in the Course

General competences	Specific competences
<p style="text-align: center;">Instrumental competences</p> <p>G.I.1. Ability to search, analyse, assess and summarise information. G.I.2. Ability to relate concepts and knowledge from different areas. G.I.4. Ability to tackle and solve problems. G.I.5. Ability to take decisions in complex and changing environments. G.I.6. Ability to develop, present and defend arguments. G.I.8. Oral and written competence in communicating in English.</p> <p style="text-align: center;">General personal competences</p> <p>G.P.6. Ability to foresee events.</p> <p style="text-align: center;">Generic systemic competences</p> <p>G.S.1. Ability to apply creativity. G.S.2. Ability to observe.</p> <p style="text-align: center;">Competences for applicability</p> <p>G.A.1. Ability to apply acquired knowledge and skills. G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions. G.A.3. Ability to search and exploit new information sources.</p>	<p style="text-align: center;">Disciplinary competences</p> <p>E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies.</p> <p style="text-align: center;">Professional competences</p> <p>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets. E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation. E.P.17. Ability to express and understand spoken and written communication in English at an advanced level in the international business environment. E.P.21. Ability to search and use various information sources. E.P.22. Ability to contrast knowledge obtained in the learning process and adapt it to real situations. E.P.23. Ability to apply and expand upon abstract reasoning. E.P.22. Ability to contrast knowledge obtained in the learning process and adapt it to real situations. E.P.24. Develop the ability to synthesise.</p>

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education.**
- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.
- c. Competence to **gather and interpret relevant data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: understanding of knowledge

I. General competences G.S.2, G.A.2

II. Specific competences E.P.1

Basic competence: application of knowledge

I. General competences G.I.2, G.S.1

II. Specific competences E.P.23

Basic competence: gather and interpret data

I. General competences G.I.1, G.P.6, G.A.3

II. Specific competences E.P.2, E.P.24

Basic competence: communicate and transmit information

I. General competences G.I.6, G.I.8

II. Specific competences E.P.17

Basic competence: develop learning activities

I. General competences G.I.4

II. Specific competences E.P.21, E.P.22

Competences that hone graduates' professional profile which are not included under basic competences

In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

I. General competences G.I.5, G.A.1

II. Specific competences E.D.11

Learning outcomes

Students will be able to design, structure and conduct marketing research with particular focus on digital channels. They will be able to decide on the structure of a research project and choose an appropriate research methodology, building on their firsthand experience of conducting different types of marketing research. They will also learn how to present their research projects and findings.

4. Contents

This subject is structured around a large number of business case discussions, lectures and exercises/simulations. This course places **great importance on in-class participation** and aims to take many of the conceptual aspects of marketing research discussed in class/cases and make them fully operational. Students should be aware that they will be required not only to discuss cases conceptually, but also to prepare and submit structural analyses for business cases and exercises.

Following the process of marketing research in organisations, this course is organised around four main areas:

1. Planning and designing marketing research process.
2. Conducting marketing research with particular focus on the particular features of modern consumer behaviour and methods of B2B research.
3. Using new marketing research tools and methods.
4. Analysing collected data and putting forward meaningful business recommendations.

The course will be divided into the following 10 topics:

Topic 1	<p>Foundations of Applied Marketing Research in the Digital Era</p> <p>Understanding the objectives of modern marketing in organisations, maintaining “customer focus”, the shift from customer satisfaction to customer experiences, understanding what marketing research is and how its methods work, integration of marketing research across different business functions.</p>
Topic 2	<p>Planning and Designing Marketing Research</p> <p>Understanding the marketing research mix, formats of marketing research briefs, how to select a suitable marketing research agency, types of data collection and their purposes, secondary v primary data.</p>
Topic 3	<p>Understanding Modern Consumer Behaviour</p> <p>Shift of organisational paradigms, impact of consumer insights and how insights generate processes in modern organisations, consumer behaviour and biases, online and social media.</p>
Topic 4	<p>Sampling and Data Collection</p> <p>Stages, procedures, and size of samples, quantitative v qualitative methods of data collection.</p>
Topic 5-7	<p>Observations, Focus Groups and Surveys</p>
Topic 8	<p>New Tools and Methods of Marketing Research and Neuromarketing</p> <p>New tools for generating consumer insights and their applications, role of neuromarketing.</p>
Topic 9	<p>Data Analysis and Web Metrics</p>

	Analysis of quantitative and qualitative data, conjoint analysis, web analytics v web metrics.
Topic 10	Business-to-Business and International Research Business-to-business v consumer research, populations and procedures in B2B research, issues in international research and marketing research procedures.

5. Assessment

Course grades are awarded by assessing students' performance on the following aspects:

- Individual class participation (**the largest** weight of the final grade)
- Group project
- Business simulation
- Final project
- Final exam

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight %
		Mandatory	Optional	Lecturer	Self-Assessment	Co-Assessment		Ind.	Group	
Class participation	Continuous	X		X			Participation in case discussion and exercises	X		30
Group projects	Continuous	X		X			Participation in several group assignments and presentation of result		X	25
Final exam	Exam week	X		X			Applications, analytical synthesis	X		20
Final project	Throughout the course with final presentation scheduled for the week before exams	X		X			Practical assignment	X		20
Practical exercise + group presentation	TBD	X		X			Presentation in class	X		5

Students must take the final exam if they want to receive a quantitative course assessment. Students who do not sit the final exam will receive a "No Show" grade.

Students who resit their final exam will keep their grades for their continuous evaluation activities (80% of their overall grade).

Resits

In accordance with ESCI-UPF academic regulations, students whose weighted final grade for the regular term evaluation is below 5.0 but whose grade for the continuous evaluation activities (quizzes, assigned exercises and case studies, midterm exam and group project) is above 4.0 will be required to retake their final exam, which will account for 50% of their total final grade. The rest of their final total grade will be made up of their grades in the other areas of continuous evaluation.

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.

Working competences and assessment of learning outcomes:

	GI1	GI4	GP6	GS3	GA2	GA3	GA5	EP2	EP7	EP8	EP11	EP22	EP24	ED11	Learning outcomes
Individual class participation	X	X	X	X	X	X	X	X	X	X	X	X	X		X
Group projects	X	X	X	X	X	X	X	X		X	X	X	X	X	X
Final project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Practical exercise	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Final exam	X	X	X	X	X	X	X	X		X	X	X			X

6. Bibliography and teaching resources

Basic bibliography:

- Bradley, N. *Marketing Research: Tools and Techniques*. 3rd ed. Oxford: Oxford University Press, 2013.
- McGivern, Y. *The Practice of Market Research: An Introduction*. 3rd edition. Harlow, UK: Pearson Education, 2009.

Supplementary bibliography:

Articles and cases will be made available during the course.

Teaching resources:

Slides will be made available (AULA-ESCI).

7. Methodology

Lectures

Students are expected to be thoroughly prepared and play an active part in class discussions and exercises. They should read the material specified in Section 8 before the relevant lecture.

Seminars

Preparation for the eminently practical seminar classes is extremely important and participation is graded (see Section 5 for more details). Students will have to analyse case studies, participate in discussions and carry out practical exercises both inside and outside class.

- Preparation of the case study analysis may be done individually or in groups. Preparation of analysis requires not only reading the case study, but also trying to answer the questions and providing **well-thought-out** and **convincing** solutions to the business problems encountered.
- Class participation for the case studies will be graded and will depend on the **quality** of comments/responses to the questions, as well as the **relevance of the comment** to the current discussion in a class.
- Students are expected to work in groups (**max. 2 people**) to participate in the practical exercise. Group presentation of the practical exercise will be evaluated and graded as a group.

IN CLASS	DIRECTED (OUTSIDE CLASS)	AUTONOMOUS
Lecturer: - Lecturer's exposition - Queries resolved Student: - Case study discussions - Group presentation of practical exercise - Practical exercises - Final exam	Lecturer: - Reading and assessment of special case study reports Student: - Participation in practical exercises in groups - Preparation of group presentation - Preparation of final project	Student: - Reading of material and study cases before class - Preparation of the written report of the special cases - Personal individual study of the subject - Preparation for the final exam

8. Timetable of Activities

1) Allocation of hours between lectures and seminars (based on the number of credits in the curriculum):

- 2 h of lectures and 2 h of seminars per week, amounting to 40 h (seminars start a week after lectures)

2) Scheduling curriculum activities:

- In the classroom: lecture classes, practical exercises
- Outside the classroom: group work, individual work (reports, exercises, final project, etc.), independent study

Week	In-class activity Grouping/type of activity	Time (hours)	Out-of-class activity Grouping/type of activity	Time (hours)
1	Lecture: Introduction to Applied Marketing Research. Discussion of market research challenges; practical exercise	2	Study topic of the week and read articles, forming & working in groups	2
	Lecture: Planning and Designing Marketing Research. Introduction to the course/final project; practical exercise presentations	2	Case study preparation and analysis, working in groups and individually	4
2	Case study: Tivo (Harvard, 501038)	2	Case study preparation and analysis, working individually	4
	Lecture: Understanding Modern Consumer Behaviour; Buy-Grid Model for B2B	2	Study topic of the week	2
3	Case study: Microsoft A	2	Case study preparation and analysis, working in groups and individually	4
	Case study: Microsoft B	2	Case study preparation and analysis, working in groups and individually	4
4	Lecture: Sampling and Data Collection; practical exercises	2	Study topic of the week and read articles, working in groups	2
	-	-	-	-
5	Case study: L'Oréal: Global Brand, Local Knowledge (Harvard, 311118)	2	Case study preparation and analysis, working individually	6
	Practical exercise presentations: Observation method Lecture: Observation Methods in Marketing Research	2	Working in groups, preparing and conducting research, preparation of presentation, study topic of the week and read articles	10
6	Q&A for final project. Instructions for business simulation	2	Work individually on the topic of the final project	2
	Practical exercise: Google Analytics Lecture: Web metrics and analytics	2	Working in groups on practical exercise, study topic of the week and read articles	6
7	Practical exercise: Business Simulation	2	Reading simulation instructions, watching instructional videos, work in groups	2

	Practical exercise presentations: Focus groups Lecture: Focus Group Method	2	Working in groups, preparing and conducting research, preparation of presentation, study topic of the week and read articles	10
8	Case study: Coca-Cola	2	Case study preparation and analysis, working individually	6
	Lecture: New Marketing Research Tools and Methods and Neuromarketing Practical exercise presentations: Business Simulation	2	Study topic of the week and read articles, working in groups	4
9	Practical exercise: Online survey method Lecture: Surveys as a Marketing Research Method	2	Working in groups, preparing and conducting research, preparation of presentation, study topic of the week and read articles	10
	Case study: Co-op	2	Case study preparation and analysis, working individually	4
10	Lecture: Data Analysis, Discussion of Conjoint Simulation; Final project Presentations	2	Study topic of the week and read articles; preparation of the final project and presentation	4
	Final project presentations	2	Preparation of the final project and presentation	10
11	Final project presentations	2	Preparation of the final project and presentation	10
Total		40		110