

## 5. Course contents

### UNIT 1. The role of marketing research and the marketing research process

1. Concept of MR and relation with marketing management
2. Types of marketing research
3. Marketing research process
4. Sources of information
5. Ethical issues

### UNIT 2. Qualitative research tools

1. Definition and uses of qualitative research tools
2. Focus group
3. In-depth interview
4. Projective tools
5. Observation
6. Mystery shopper
7. Other qualitative tools

### UNIT 3. Quantitative research tools

1. Surveys as quantitative tools
2. Ad-hoc surveys: face to face, telephone, mail, online
3. Longitudinal surveys: panel and omnibus

### UNIT 4. Questionnaire design and measurement

1. The importance of measuring
2. Levels and quality of measurement
3. Scales
4. Questionnaire: structure and recommendations
5. Question types
6. Pre-test

### UNIT 5. Sampling designs and sampling procedures

1. Why sampling?
2. The sampling design process
3. A classification of sampling techniques
4. Non-probability sampling techniques
5. Probability sampling techniques
6. Determination of sample size

### UNIT 6. Basic analysis from survey data

1. Stages in information analysis
2. Coding variables
3. Verifying the data base, error detection and re-coding
4. Univariate analysis. Frequencies and descriptive statistics
5. Bivariate analysis. Correlations and cross-tabulation tables

### UNIT 7. Multivariate analysis from survey data

1. Factor analysis
2. Analysis of variance
3. Regression analysis
4. Market research report