

Course	Marketing Graduation			Academic year	2021/2022		
Subject	Market Research Studies			ECTS	7		
Type of course	Compulsory						
Year	2nd	Semester	2 nd sem.	Student Workload:			
Professor(s)				Total	196	Contact	90
Area Coordinator	PhD Amândio Baía						

Planned SD

1. LEARNING OBJECTIVES

- A) Meet the main concepts of market research, and your application for informed decision-making in marketing;
- (B) Understand the stages of a market study;
- (C) Develop skills to create and follow a market study;
- (D) Empower students for the efficient use of market research.

2. PROGRAMME

1. Introduction to Market Research: market research types; objectives; matter of study, data collection, data analysis.
2. Definition of the problem. Use and assessment of existing Information. External information collection methods. Research methods. Behavioural Methods. Personal Interview. Inquiries by mail and phone.
3. The sampling procedure. Definitions: Universe and sample. Formal methods of sampling. Sample size
4. Elaboration of Questionnaires. Introduction. The first section of the questionnaire: the characteristics of the cases. How to write the questions. The answers: Scales of measurement. Final preparation of the questionnaire. Examples
5. Collection and Preparation of data. Exploratory data analysis. Previewing. No answers. Normality. Assumptions.
6. Building Data Bases (DB) at Excel or SPSS
7. Data Analysis using Software (Excel and SPSS: parametric and nonparametric tests).
8. New trends of Marketing Research data collection and Web 2.0.

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Goals ⁽¹⁾	Contents
(A)	1-2-3-4
(B)	1-2-3-4
(C)	1-2-3-4 and 5-6
(D)	5-6-7

- (1) The achievement of the objectives underlying the completeness of the syllabus has provided for the UC. The table, so alone, establishes a relationship of causality.

4. MAIN BIBLIOGRAPHY

Aaker, David; V. Kumar; George S. Day (2004). Marketing Research, 8th Edition, London, John Wiley & Sons, ISBN: 0-471-23057-X.

Dillon, William R.; Thomas J. Madden; Neil H. Firtle, (1998). Marketing Research in a Marketing.

Hill, Manuela; Hill, Andrew (2008). Investigação por Questionário, 2^a Edição, Edições Sílabo, Lisboa. ISBN: 972-618-273-5.

Laureano, Raul (2013). Testes de Hipóteses com o SPSS – O Meu Manual de Consulta Rápida, 2^a Edição, Edições Sílabo, Lisboa. ISBN: 978-972-618-735-6.

Malhotra, Naresh K.; David F. Birks; Peter A. Wills (2012). Marketing Research: An Applied Approach. Instock. ISBN: 978-027-370-689-2.

Maroco, João (2003). Análise Estatística com utilização do SPSS, Edições Sílabo, Lisboa.

Oliveira, José (2012). Marketing Research – Vol. 1 – Investigação em Marketing, Edições Sílabo, Lisboa ISBN: 978-972-618-674-8.

Pestana, Maria H.; Gageiro, João N. (2008). Análise de Dados para Ciências Sociais: A Complementaridade do SPSS, 5^a edição, Edições Sílabo, Lisboa. ISBN: 978-972-618-498-0

Piercy, Niall (2014). Online Quality Service: Content and Process of Analysis. Journal of Marketing Management, 30, 7-8, 747-785.

Pinto, Ricardo (2012). Introdução à Análise de Dados – Com Recurso ao SPSS, 2^a Edição, Edições Sílabo, Lisboa. ISBN: 978-972-618-692-2

Reis, Elizabeth, Moreira, Raúl (1993). Pesquisa de Mercado, Edições Sílabo, Lisboa.

Roberts, J. H.; Kayande, Ujwal (2014). From Academic Research to Marketing Practice: Exploring the Marketing Science Value Chain, International Journal of Research in Marketing, 31, 2, 127-140.

Vicente, Paula; Reis, Elizabeth; Ferrão, Fátima (2001). Sondagens – A Amostragem como Factor Decisivo de Qualidade, 2ª edição, Edições Sílabo, Lisboa. ISBN: 972-618-246-8 .

Valente, M.J. (2019). Apoio a Estudos de Mercado. IPG: ESTG.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodology: exposition of the subject accompanied by practical examples and discussion of the topics covered. Accompanying tutorials lessons assignments. Analysis in Excel and SPSS.

Evaluation methodologies

Final evaluation: (1) (50%) work written in Group of 2 persons (minimum) to 3 people (maximum), called, "*market research*" and (2) (50%) frequency and/or examinations.

The minimum frequency and/or examinations mark is 7 values (range 0-20).

The approval requires minimum 9.5 note values in the "*market research*" (0-20).

The approval shall be with 9.5 global minimum note values.

The evaluation of knowledge will keep the valuation rules in different periods.

The evaluation criteria will apply to all students, regardless of your status.

If the student fails in the continuous assessment, he has still two exam opportunities (written test 100%). There is the possibility that, the work marks being considered.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Teaching methodology ⁽¹⁾	Goal
Exhibition/Interactive Lesson lesson	A-B-C-D
Individual/Group Work Research	C-D
Troubleshooting/case studies	A-B-C-D

- (1) The order of search objectives illustrate the relevance of the methodology to achieve the goal, a linear perspective.

7. ATTENDANCE:

Not Applicable