

Course Syllabus

Commercial Research

Year:2019/20

Code: 9885001304

Coordinating professor: Luis Lacalle

Degree program: International Business

School: Social Sciences and Communication

Languages: English and Spanish

The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.

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1. Basic information on the course/module

ECTS	6
Credit type	Required
Language	English
Delivery mode	Campus based
Semester	1

2. Presentation of the course/module

Commercial Research is a marketing discipline aimed at providing the company with the necessary information to support its strategic decisions. The subject Commercial Research should help as an introduction to students in understanding the marketing discipline.

After studying the subject Commercial Research, students will be able to design a complete process of market research, knowing the different sources of existing information, as well as their main applications.

In addition, they will be able to differentiate the two main types of primary research that exist (qualitative and quantitative), and in a general way, they will know the different existing techniques of each type.

3. Competencies and learning outcomes

General competencies:

- GC2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- GC3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- GC4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross-curricular competencies:

- CT4: Analysis and synthesis skills: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find

the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.

- CT5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CT8: Information management: The ability to find, select, analyze and integrate information from different sources.
- CT10: Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.
- CT16: Decision-making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.
- CT18: Use of information and communication technologies (ICT): The ability to use information and communication technologies effectively as a tool for finding, processing and storing information, as well as for developing communication skills.

Specific competencies:

- CE4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- CE7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.
- CE13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.
- CE15: Ability to perform market analysis prior to making decisions on international expansion and business growth.
- CE16: Ability to select the best strategic planning, marketing and commercial alternatives, which are then implemented in the markets and companies in which the business activity takes place, in a context of globalized and interdependent environments.
- CE24: Ability to recognize technology and innovation strategies, as well as technological analysis tools and technological capabilities of the company.

Learning outcomes:

- LO1: Understand the usefulness of market research in making business decisions.
- LO2: Know the process of design and development of market research in order to penetrate a new market.
- LO3: Approach to the different research techniques.

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
GC2,GC3, GC4, CT4, CT5, CT8, CT10, CT16, CT18, CE4, CE7, CE13, CE15, CE16, CE24	LO1
GC2,GC3, GC4, CT4, CT5, CT8, CT10, CT16, CT18, CE4, CE7, CE13, CE15, CE16, CE24	LO2
GC2,GC3, GC4, CT4, CT5, CT8, CT10, CT16, CT18, CE4, CE7, CE13, CE15, CE16, CE24	LO3

The following table shows how the different types of activities are distributed, and how many hours are assigned to each type:

Type of educational activity	Number of hours
Type A: Individual Activities	86 h
Type B: Group Activities	60h
Type C: Knowledge assessment(s)	4h
TOTAL	150 h

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
LO1	Activity 1 Activity 2 Activity 3 Activity 4 Activity 5 Activity 6 Activity 7	Type A Type A Type B Type A Type B Type A Type C	UA 1 UA 2 UA 3 UA 4 UA 5 UA 6 UA 1-6
LO2	Activity 1 Activity 2 Activity 3 Activity 4 Activity 5 Activity 6 Activity 7	Type A Type A Type B Type A Type B Type A Type C	UA 1 UA 2 UA 3 UA 4 UA 5 UA 6 UA 1-6
LO3	Activity 1 Activity 2 Activity 3 Activity 4 Activity 5 Activity 6 Activity 7	Type A Type A Type B Type A Type B Type A Type C	UA 1 UA 2 UA 3 UA 4 UA 5 UA 6 UA 1-6

When you access the course on the *Virtual Campus*, you will find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
Activity 1	<ul style="list-style-type: none"> • Interpretation of information • Quality of the arguments and calculations made • Use of evidence • Understanding of the subject • Capacity for analysis and synthesis • Ability to apply knowledge to practice • Critical thinking • Problem resolution • Decision making 	10

<p><i>Activity 2</i></p>	<ul style="list-style-type: none"> • Interpretation of information • Quality of the arguments and calculations made • Use of evidence • Understanding of the subject • Capacity for analysis and synthesis • Ability to apply knowledge to practice • Critical thinking • Problem resolution • Decision making 	<p>10</p>
<p><i>Activity 3</i></p>	<ul style="list-style-type: none"> • Interpretation of information • Quality of the arguments and calculations made • Use of evidence • Understanding of the subject • Capacity for analysis and synthesis • Ability to apply knowledge to practice • Critical thinking • Problem resolution • Decision making 	<p>10</p>
<p><i>Activity 4</i></p>	<ul style="list-style-type: none"> • Interpretation of information • Quality of the arguments and calculations made • Use of evidence • Understanding of the subject • Capacity for analysis and synthesis • Ability to apply knowledge to practice • Critical thinking • Problem resolution • Decision making 	<p>10</p>
<p><i>Activity 5</i></p>	<ul style="list-style-type: none"> • Interpretation of information 	<p>10</p>

	<ul style="list-style-type: none"> • Quality of the arguments and calculations made • Use of evidence • Understanding of the subject • Capacity for analysis and synthesis • Ability to apply knowledge to practice • Critical thinking • Problem resolution • Decision making 	
<i>Activity 6</i>	<ul style="list-style-type: none"> • Interpretation of information • Quality of the arguments and calculations made • Use of evidence • Understanding of the subject • Capacity for analysis and synthesis • Ability to apply knowledge to practice • Critical thinking • Problem resolution • Decision making 	10
<i>Activity 7</i>	Answer the questions correctly	40

When you access the course on the *Campus Virtual*, you will find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4.1. First exam period

In the two exams that will take place during the subject, you should get at least an average of 4 up to 10 points. Then, the rest of the activities will be taken into account.

4.2. Second exam period

In the two exams that will take place during the subject, you should get at least an average of 4 up to 10 points. Then, the rest of the activities will be taken into account.

5. Bibliography

Here is the recommended bibliography:

- Grande, I.; Abascal, E (2007). Fundamentos y técnicas de investigación comercial, 9ª edición. Madrid, ESIC.
- Baena, V. (2011), Fundamentos del Marketing, Entorno, consumidor estrategia e investigación comercial. UOC. ISBN 9788497884648
- Hair, J.F.; Bush, R.P. y Ortinau D.J. (2010). Información de mercados en un ambiente de información digital, 4ª Edición, México D.F. Editorial Mc Graw Hill.
- Malhotra Naresh, K. (2008) Investigación de Mercados, 5ª edición. Naucalpan de Juarez, Estado de México, Editorial Pearson. ISBN: 978-970-26-1185-1.
- Pedret Yebra, Ramón et altri (2004). Investigación de Mercados I. Barcelona: Fundación per a la Universitat Oberta de Catalunya.
- Alain D'Astous, Raul Sanabria, Simon Pierre (2003), "Investigacion de Mercados" Editor: Grupo Editorial Norma, ISBN-10: 9580473218, ISBN-13: 978-9580473213

6. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.