NATIONAL UNIVERSITY OF ENGINEERING
COLLEGE OF ECONOMICS AND STATISTICAL ENGINEERING

STATISTICAL ENGINEERING PROGRAM

EA713 – MARKET RESEARCH

I. GENERAL INFORMATION

CODE	**:**	EA713 Market research
SEMESTER	**:**	6
CREDITS	**:**	2
HOURS PER WEEK	**:**	3 (Theory – Practice)
PREREQUISITES	**:**	Parametric Statistical Inference
CONDITION	**:**	Mandatory

II. COURSE INTRODUCTION

The course prepares the student to fully understand the whole process of market research. Based on the concept of market research, understand consumer behavior and factors influence these behavior patterns and understand all market research techniques.

III. COURSE OUTCOMES

The student:

1. Define the problem of research and marketing.
2. Analyzes sources of primary and secondary information for market research.
3. Understands the needs, behavior, and factors that influence consumer behavior patterns.
4. Under the quantitative approach: define a sampling plan, design the questionnaire and understand the reliability and validation of questionnaires.

IV. LEARNING UNITS

1. **IMPORTANCE IN THE RESEARCH PROCESS**
   Introduction to Market Research / Research Process / Formulation of the Research Problem / Sources of Information.

2. **CONSUMER BEHAVIOR**
   Introduction and definition of consumer behavior / Factors influencing consumer behavior / Purchase decision process / Consumer needs / Consumer behavior model / Introduction to Neuromarketing.

3. **QUALITATIVE RESEARCH**
   Definition and main uses of qualitative research / Focus Goup / Projective technique.

4. QUANTITATIVE INVESTIGATION

Definition and main uses of the quantitative research / Sampling and types of sampling / Questionnaire and types of questions (scales) / Field work / Use of statistical tools / Report preparation / Reliability and validation of measurement instruments.

5. IMPLEMENTATION OF MARKET RESEARCH

Segmentation, image and positioning / Product tests / Satisfaction and loyalty.

6. INTRODUCTION TO MARKETING AND MARKETING MIX

Introduction and definition of marketing / Marketing Mix.

V. PRACTICAL AND LABORATORY EXPERIENCES

Laboratory 1: Sampling.
Laboratory 2: Reliability and validation of measuring instruments.

VI. METHODOLOGY

The course is developed in sessions of theory, practice and computer lab. In theory sessions, the teacher presents concepts, theorems and applications. In the practical sessions, various problems are solved and their solution is analyzed. In lab sessions SPSS software is used to solve problems and analyze its solution. At the end of the course the student must develop and present an integrating project or monograph. In all the sessions the active participation of the student is promoted.

VII. GRADING FORMULA

Evaluating System “G”. Calculating the final average: **PF = (EP + EF + PP) /3**
Four graded practices are applied, the lowest grade is deleted.
EP: Mid-term Exam, EF: Final Exam, PP: Average of qualified practices.

VIII. BIBLIOGRAPHY

1. Fundamentals of Marketing, Philip Kotler and Gary Armstrong.
2. Market Research by José Ferré Tranzano, How to intelligently use information from market research.
3. Market Research, David Aaker.
4. Market Research, Hair, Bush and Otinau.