NOVA Information Management School

NOVA IMS

Course	Market Research
Coordinator	Susana Esteves
ECTS	6
Objectives:	This discipline includes a wide set of topics that go from qualitative research with exploratory goals to the development of quantitative marketing research; it also includes experimental methods to test products, services and advertising. The course also covers a set of descriptive and explanatory multivariate statistical methods for the analysis of marketing data. The role of secondary data in marketing research and the presentation of the results are also studied. With this course the students should be able to design and conduct an appropriate market study for the solution of a marketing problem and to present the results. At the end of the course the student should achieve the following learning outcomes: 1. Understanding the steps of a market research 2. Understand the various data sources and search secondary data sources 3. Define a target population and the correspondent sampling frame 4. Understand and compare the different techniques of qualitative market research 5. Identify advantages and disadvantages of each method of data collection 6. Understand the different scales 7. Design a questionnaire for a particular study 8. Understand the different experimental designs 9. Identify the non-probability and probability sampling methods 10. Identify preventive measures for potential non-sampling errors and corrective action where necessary

	11. Analyze data from market research through univariate and multivariate statistical methods
	12. Design, conduct and present the results of a market research suited to solving a marketing problem
Atending requirements:	Data Analysis (recommended).
Curricular Unit Contents:	1. Organization of a market research 2. Qualitative market research 3. Data collection 4. Sampling 5. Non-sampling errors 6. Analysis and presentation of marketing data
Teaching methods:	The curricular unit is based on theoretical and practical lessons, including presentation of contents (concepts and methodologies), presentation and discussion of practical cases and different methodologies. The practical part of the course is oriented towards the design and development of a market study, including the phases of exploratory and conclusive research.
Grading methods:	1st round: Two tests (25% each) + Project with discussion (50%) 2nd round: Final exam (50%) + Project with discussion (50%) The project is divided into two parts (exploratory research 25% and conclusive research 25%). For each part of the project it is necessary to elaborate and present a report, which must be discussed with the teacher. To get approval it is mandatory to reach a minimum score of 9.5 values (out of 20) in each assessment element.
Bibliography:	• Malhotra, Naresh K., Birks, David F. (2007). Marketing research: an applied approach. Third European edition. Harlow: Prentice Hall/Financial Times. • Vilares, M., Coelho, P.S. (2011). Satisfação e Lealdade do Cliente – Metodologias de avaliação, gestão e análise. Escolar Editora.