Marketing Research & Opportunity Analysis
ACADEMIC YEAR 2014-2015

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Office Hours: By appointment

Course Description

This course has been developed in order to teach students to optimize marketing decisions in an international environment. It begins with a definition of marketing research and key concepts that will lead them to understand why research is a key practice in marketing.

Objective(s)

The tools and techniques of international marketing research are said by some to be exactly the same as those of domestic marketing research, and only the environment differs. However, the environment is precisely what determines how well the tools, techniques and concepts apply to the international market. Although the objectives of marketing research may be the same, the execution of international research may differ from the process of domestic research.

The first part of the course focuses on the different techniques which are used in marketing research, and describes their methodology and how they can be adapted to international environments. The main focus will be on qualitative and quantitative methods, and the techniques which are most commonly used by multinational companies, and smaller firms with international presence.

In this first part we will study how we can obtain a better knowledge of the market we want to target. In order to make the best decisions, it is necessary to know the macro information, market, its size, its consumers’ behaviour and how to analyze this information and take decisions based on it.

The second part of the course is focused on showing how we use the marketing research tools to help us optimizing the marketing-mix in several respects, such as:

- The product development process and how to detect big opportunities and minimize the risks of failure. Global branding. Adapting innovation to local needs?
- How we can optimize communication (in two areas: the message and media planning), Adapting communication to local needs?

Methodology
Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the class session the material related to the content of the session.

Students of a specific group will work on the case study analyses and discussions and will elaborate and present the group research. Case discussions will be evaluated both as a group and on an individual basis. The group research will be evaluated and graded on a group basis.

Teaching resources

- Powerpoint slides for each session
- Articles related to subject and case studies

Basic bibliography


Supplementary bibliography

- Gladwell, Malcolm (2.001). The Tipping Point how little thinks can make a big difference. Ed. Abacus
Evaluation criteria

Regular term evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam.

<table>
<thead>
<tr>
<th>Assessment Elements</th>
<th>Time period</th>
<th>Type of assessment</th>
<th>Assessment agent</th>
<th>Type of activity</th>
<th>Grouping</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>Throughout the course</td>
<td>X</td>
<td>X</td>
<td>Teacher Self-eval</td>
<td>Conceptual and synthesis</td>
<td>X</td>
</tr>
<tr>
<td>Groups Research partial submittals</td>
<td>Throughout the course</td>
<td>X</td>
<td>X</td>
<td>Teacher Co-eval</td>
<td>Application and synthesis</td>
<td>X</td>
</tr>
<tr>
<td>Discussions partial submittals and Business Cases</td>
<td>Throughout the course</td>
<td>X</td>
<td>X</td>
<td>Teacher Co-eval</td>
<td>Application and synthesis</td>
<td>X</td>
</tr>
<tr>
<td>Groups Marketing Research Plan (Master Thesis Project) Final &amp; oral presentation</td>
<td>Throughout the course</td>
<td>X</td>
<td>X</td>
<td>Teacher Co-eval</td>
<td>Application and synthesis</td>
<td>X</td>
</tr>
<tr>
<td>Final Exam (A minimum score of 4 is required)</td>
<td>Exam week</td>
<td>X</td>
<td>X</td>
<td>Teacher Self-eval</td>
<td>Conceptual and synthesis</td>
<td>X</td>
</tr>
</tbody>
</table>

Taking the final exam and obtaining a minimum score of 4 are necessary conditions in order to pass the course.

If the student does not obtain a minimum of 4 in the exam, the final grade will be the minimum between 4 and the average of the exam and the continuous evaluation elements.
Extraordinary evaluation

The elements of continuous evaluation cannot be reexamined.

The extraordinary final exam will take place the day the School decides.

Students will have as a final course qualification:

Extraordinary exam: 40%

Elements of continuous evaluation: 60%

If the student does not obtain a minimum of 4 in the extraordinary exam the final grade will be the minimum between 4 and the average of the exam and the continuous evaluation elements.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a 0 grade in the participation/attendance evaluation item.

As with all courses taught at the UPF ESCI-BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. If the course is again failed after the re-take, students will have to register again for the course the following year.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at ESCI-BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”
Calendar and Contents

**Total number of hours committed:** 30h of class + 45h of out-of-class work

**Timetable:** Wednesday 09.30 – 13.00

The marketing research process. Quantitative and qualitative information gathering techniques. Sources of information for the analysis of markets (national and international). Execution in international environments.

**Topic 1**

Introduction to Marketing Research.
- The concept of Marketing Research. Which are the key words that define Marketing Research? What it is and what it is not?
- The objective of the MR and main applications
- Marketing Research in the organization. How is it managed in companies? Who is in charge of it? Independent department?
- Different types of Marketing Research according to the source, elaboration, gathering information and function.
- MR process

**Topic 2**

Qualitative Research
- What research can be considered qualitative? What does it mean? When can it be used?
- Which kind of information may we obtain? Different types of qualitative research. Which ones are recommended and when? Qualitative vs. Quantitative methods.

**Topic 3**

Quantitative Research
- how to get the information: Main quantitative techniques. The questionnaire and short explanation about statistics. The UOE. Fieldwork.
- Analysis of the information and how to decode main results
**Topic 4**

The Panels. Consumer Panel.

- The CONCEPT of the panel. What is a panel? Why is it so useful? Are there other ways to know the size of a market?
- HOUSEHOLD panels. What is their purpose? How do they work? What kind of information can we obtain?
- RETAIL Panel. What are the main differences between consumer panel and retailer panel? What is the information that ONLY the retailer panel can give us?
- OMNIBUS. Analyzing this very special type of quantitative research.

**Topic 5**

Marketing Research in New Product Development (I)

- Introduction
- Definition of the new product and classification.
- Devoted to the use of marketing research in product development. What are the different steps in product development?
- Study of the most efficient kinds of research in every one of these steps. Use of many real examples about it. Which are the teachings of these examples

**Topic 6**

Marketing Research in New Product Development (II)

- Introduction
- Discover opportunities
- Idea Generation

**Topic 7**

Marketing Research in New Product Development (III)

- How to detect a winner concept
- Marketing Mix
- Post Launch
Topic 8
Marketing Research in Communication

- How do we measure effectiveness in communication? How do we measure if we have the right message? How do we measure if we have the right media planning? Concepts of coverage, OTS, GRP, cost per GRP.

Topic 9

- Marketing Research in Trade Marketing and Category Management: How can we use Marketing Research tools in order to optimize our POS Marketing?
- Marketing Research in B2B markets: Common and specific Marketing Research tools which are used in Industrial Markets

Topic 10

Wrap-up session

Bio of Professor

Professor Mireia San Nicolás Berlanga


Experience as a teacher:

- Market Research: MBA Full Time & Part Time at LA SALLE,
- Marketing Strategic: ESADE,
- How Optimize product (ITM) and Communication (ADE) at University of Barcelona
- Market Research at AEDEMO.