Course Description

Marketing professionals have always required information about the perceptions, attitudes and habits of their target market in order to make decisions that lead to competitive advantages and new opportunities.

Marketing professionals have several means to obtain such information; they can rely on the information generated inside their own companies, or they can resort to specialized organizations that make it possible to specifically study almost any problem imaginable.

Moreover, the information revolution has introduced important changes, such as the ability to gain access to an enormous amount of information and studies by connecting to the Internet, or the possibility to reach the target market in new ways, such as by using social networks.

This sea of information and possibilities is not useful unless one possesses the knowledge and judgement to navigate it appropriately. This requires having a sense of:

- What types of studies exist?
- Under which circumstances is each type of study ideal?
- How to define and order a study?
- How to transform an excessive amount information into useful knowledge to aid the decision making process?
- What kind of research would allow me to uncover the best insights and to discover new business opportunities?

The aim of this course is to provide students with resources and experiences that help them answer these and many other questions, prioritizing the use of logic, one’s own judgement, and the knowledge to ‘navigate’ this increasingly complex field.

Objectives

- Acquiring a global vision of Market Research: why is it useful? How to use it? What are the current trends? What are the institutes and agencies that offer market research services?
- Understanding the role and internal organization of a market research department in different types of companies.
- Learning the range of market research models and methodologies that are used in each area of marketing. Learning the criteria to select the most suitable one depending on the situation and to evaluate its quality.
- Learning to identify when there is a need for market research, how to outsource the market research process to an external company, how to follow and supervise the work of that external company, and how to effectively integrate the results of the research into the decision making process.
Methodology

1. In-class activities:
   - Readings, exercises and research related to each topic covered in class.
   - Teacher presentation of the key concepts of each topic.
   - Elaboration and discussion of illustrative examples.
   - Project presentations (both individually and in groups) to the rest of the class.
   - Seminars given by professionals

2. Autonomous learning:
   - Outside the classroom:
     - Resolution and delivery of short, individual assignments.
     - Realization of group projects.
   - Completion of a course final project (in groups).
   - Tutorials, individually or in groups.

Bio of Professor

Associate professor of Market Research at Pompeu Fabra University. Director and partner in 'Idèria Insights' (a market research institute)