



Anexo 8.3

Programa Condensado



Subject: Market Research	Date of Update: January 2016
Major: International Relations	Plan: 401
Semester: 6th	Credits: 3

Week	Topic	Activities, Homeworks, Exams	Bibliography
1	Introduction to market reserach	Attendance Syllabus review Explanation of market research process Selection of market & enterprise to be analyzed during the semester	Benassini (2009)
2	Problem definition	Attendance Define neccesities & problems	Benassini (2009)
3	Research design: exploratory or conclusive?	Attendance Identify differences between both research designs	Benassini (2009)
4	Qualitative vs quantitave research methods	Attendance Regression models	Benassini (2009)
5	Qualitative vs quantitave research methods	Attendance Example of market research proposal Hand in brief (20%)	Benassini (2009)
6	Survey design	Attendance Example of surveys Design of survey to be implemented	Benassini (2009)
7	Survey design	Attendance Common survey bias	Benassini (2009)
8	Population & samples	Attendance Sample estimation	Benassini (2009)
9	Population & samples	Attendance Hand in survey design & market research (20%)	Benassini (2009)



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10	Hypothesis test	Attendance Basic concept of statistics	Benassini (2009)
11	Applied research (field work)	Attendance Basic concept of statistics	Benassini (2009)
12	Data consolidation & analysis	Attendance	Benassini (2009)
13	Data consolidation & analysis	Attendance Hand in data consolidation (10%)	Benassini (2009)
14	Data consolidation & analysis	Attendance Hand in data analysis (10%)	Benassini (2009)
15	Integrated report	Attendance Example of written report Hand in written report (20%)	Benassini (2009)
16	Final presentation	Final presentation by teams (20%)	
17	Tutorial		
18	Second opportunity		
19	Second opportunity		
20	Revision of grades		

Student's tasks

Attendance

Study cases

Exams



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Evaluation

Attendance requirement**

1)	briefing	15%
2)	survey design & market research	20%
3)	data consolidation & analysis	20%
4)	final written report	20%
5)	attendance	5%
5)	final presentation	20%
Total		100%

Bibliography

Book: Introducción A La Investigación De Mercados

Author(S): Benassini, Marcela

Editorial: Pearson – Prentice Hall

Published Date: 2009

C. Burns, Alvin; F. Bush, Ronald. (2010) Marketing Research. Ed. Prentice Hall. Isbn: 978-0-13-602704-1

K. Malhotra, Naresh (2010) Marketing Research. Ed. Prentice Hall. Isbn: 978-0-13-608543-0

Ccp. Secretarios Académicos

Ccp. Auxiliar Académico

Ccp. Alumno