

ADE 409 MARKET RESEARCH

Credits: 3 semester (4 quarter)

DESCRIPTION

Market research is a method that helps reach current and potential customers. Knowing customer preferences, location, social class, education and occupation, among others, can help companies provide the products that customers want at the right price. This leads to an increase in sales and helps maintain customer satisfaction. Market research is a technique that enables organizations to collect, interpret and apply data. It assists organizations in making decisions and achieves customer satisfaction.

OBJECTIVES

- Learn what constitutes market research.
- Plan market research.
- Apply different types and methods of market research and carry out market research.
- Analyze the results. Prepare market research report.

CONTENTS

UNIT	1	
Learn what constitutes market research.		
Knowledge	Skills	Values
What is market research Importance of market research Who should conduct market research Principal uses of market research	Learn what constitutes market research	
Assignment: <ul style="list-style-type: none"> • Investigate needs and consumer issues • Group Exhibition: Needs and problems of consumers. • Analyze and seek alternatives to meet needs and solve consumer problems. 		

UNIT	2	
Plan market research.		
Knowledge	Skills	Values
Market Research -Phases of a market research project -Planning a market research project -Set objectives -Develop the hypothesis -Choose the right questions -Decide what information is	Develops skills to meet the challenges of globalization.	

needed -Choose the audience -Choose the staff -Decide on the methods and parameters -Distribute resources (time and money) -Guarantee accuracy and quality		
Assignments: <ul style="list-style-type: none"> • Project planning market research. • Choose a product and the service plan as determined by the market research. • Develop and plan market research. 		

UNIT	3	
Recognize the functions of the market mechanism and rational consumer behavior		
Knowledge	Skills	Values
Types of research. -Quantitative research -Qualitative research -Primary research -Secondary research -What type of research is it necessary to perform first -Secondary data -Sources internal and external -Check the reliability of the sources -Research Methods -Choose the appropriate method -Design a questionnaire	Applicable types and methods of market research.	
Assignment: <ul style="list-style-type: none"> • Research on the development of questionnaires • Prepare the questionnaire. • Exhibit and analyze surveys for a chosen product or service. 		

ASSESSMENT

Quizzes & assignments: 60%
 Final project: 40%

REFERENCES

AUTHOR	TITLE	YEAR
Jeffrey Poppe	Investigación de mercado	2007
Polly Bird	Apreda Investigación de mercados	2003
Naresh K. Malhotra	Investigación de mercados un enfoque aplicado	2004
Ángel Fernández Nogales	Investigación y Técnicas de Mercadeo	2004
Philip Kotler	Fundamentos de marketing	2003