

Code - Course	062111 - Market Research		
Thematic Area	Business	Year	Second
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

The subject seeks to provide the students with the technical and conceptual bases that will enable them to design and conduct a full market research project to make the right business decisions in the tourism sector.

Initially, students will work on the most conceptual aspects that establish the need to plan a research (objectives) and finally, students will learn about the most technical aspects such as data collection (fieldwork), data treatment and analysis.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS09- Understand and use information technology and information management systems in tourism.

ACADEMIC CONTENTS

1. An introduction to market research.
2. The projects of market research.

3. Research project - 1: Analysis of the situation / problem.
4. Research project - 2: Designing and planning the research.
5. Research project - 3: Conducting the research.
6. Research project - 4: Presenting the research.

LEARNING METHODOLOGY

The learning strategies help students develop their ability to search, select and analyze relevant data, and also enable them to identify the threats and take advantage of the opportunities that impact on the competitiveness and effectiveness of the tourism activities.

For this reason a number of explanatory sessions with a theoretical approach are combined with practical activities implementing research tools and techniques, analysis, planning, organization...

Other methods included are:

- Lectures
- Explanatory lessons
- Guided discussions
- Practical exercises
- Case studies
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by student	35 %	50 %
Individual Written Final Exam	50 %	50 %
Attendance and participation	15 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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