

MARKET STUDIES

Code: 314033

Main Scientific Area: Tourism and Marketing

Lecturer: Esser Jorge de Jesus Silva

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 6h Total Workload: 162h

ECTS: 6,0

Objectives

To understand the importance of gathering conceptualized information as a fundamental tool for making management decisions in companies.

Make the collection and processing of data and records, with a view to the knowledge of the markets through the interaction between consumers and products markets, through electronic means, demonstrating a clear field of techniques and applications.

Learning Outcomes

Specifically, the aim is that the student will be able to develop the following steps of a Market Study:

1. Recognize the importance of market studies for making marketing decisions;
2. Identify the stages of development of a market study;
3. Identify sources of primary data and secondary data for the study of the market;
4. Distinguish and apply qualitative and quantitative methods for collecting information from the market;
5. Using a statistical software (SPSS), as data analysis tool. 6. Communication of the Market Study by means of a report

Course Contents

1. Introduction to market research: 1.1. Definition; 1.2. Objectives and importance of market studies; 1.3. Types of market studies; 1.3.1. Market Research quantitative; 1.3.2. Market Research qualitative; 1.4. The ethics in market studies.

2. Planning and definition of the market study: 2.1. Preparation of the study; 2.1.1. Initial Briefing and contract documents 2.1.2. Preparation of the proposal, confirmation of the project and establishment of the terms of the contract; 2.1.3. Problem definition of management; 2.2. Formulation of research problem; 2.3. The research objectives; 2.4. The research design; 2.4.1. Types of data; 2.4.1.1. Secondary data: internal sources and external sources; 2.4.2.2. Primary data: techniques of quantitative research (survey) and techniques of qualitative research (interviews, observation, Projective Techniques, Focus group); 2.4.2. Types of research; 2.4.2.1. Exploratory research; 2.4.2.2. Descriptive research; 2.4.2.3. Causal Research; 2.4.3. Methods, procedures and instruments for data collection; 2.4.3.1. Behavioral methods; 2.4.3. Communication Methods.

3. Data collection for the survey: 3.1. Design of the questionnaire; 3.1.1. Wording of questions; 3.1.2. Measurement

and scales; 3.2. Preparation of the field work; 3.2.1. Selection, training, supervision and evaluation of persons; 3.3. The sampling process; 3.3.1. Sampling methods; 3.3.2. Sample size; 3.4. Field work; 3.4.1. Collection of data online and offline; 3.4.2. New trends in data collection.

4. Analysis of the survey data: 4.1. Preparation of data; 4.2. Processing, analysis and interpretation of data; 4.2.1. Exploratory data analysis; 4.2.2. Analysis and processing of data with SPSS; 4.3. Conclusions and recommendations.

5. Communication of the results of the market study: 5.1. Preparation, preparation and submission of final report; 5.2. Oral Presentation of the results of the study of the market.

Recommended Bibliography

Ghiglione, R. Matalon, B. (1997) O inquérito: teoria e prática, Oeiras, Celta

Hair Jr, Wolfinbarger, Bush, Ortinau (2012) Essentials of Marketing Research, London: McGraw-Hill Hill,

Lopes, J.Luis (2010). Fundamentos dos Estudos de Mercado – Teoria e Prática. Edições Sílabo.

Manuela Magalhães e HILL, Andrew HILL (2002), Investigação por questionário, Lisboa, Edições Sílabo

Pinto, Ricardo R. (2012) Introdução à Análise de Dados com recurso ao SPSS, Lisboa: Edições Sílabo

Silva, Esser (2010) Ethics and corporate social responsibility - a sociological approach, disponível em https://www.academia.edu/6506992/Ethics_and_corporate_social_responsibility_-_a_sociological_approach_-_%C3%89tica_e_responsabilidade_social_das_organiza%C3%A7%C3%B5es_-_uma_abordagem_sociol%C3%B3gica

Learning and Teaching Methods

Objective 1. Recognize the importance of market research for marketing decision making - Content: 1. Introduction to market research:

Objective 2. Identify the phases of the preparation of a market study - Content 2. Planning and definition of the market study

Objective 3. Identify primary and secondary data sources for market research - Content 3. Obtaining data for research (3.1 and 3.2)

Objective 4. Distinguish and apply qualitative and quantitative methods of collecting market information; Content 3. Obtaining data for research (3.3, 3.4 and 3.5)

Objective 5. Conduct a questionnaire survey and use appropriate statistical software (SPSS) as a data analysis tool - Content 4. Analysis of research data

Objective 6. Communication of the Market Study through a report - 5. Communication of the results of the market study

Assessment Methods

Continuous assessment through participation and delivery of work;

GroupProject (40%);

Individual Projet: (10%)

Assessment Exercise: 50%