

Commercial Research



OBJECTIVES

The course deals with commercial research through its organization and planning, sources of information collection, research techniques, data processing and analysis of statistical tables and data derived from surveys.

In the same way, it deals with basic aspects of business analytics such as the application of analytical techniques for decision making in marketing departments.

LEARNING OUTCOMES

PART I: INTRODUCTION TO COMMERCIAL RESEARCH

1. Characteristics of commercial research
2. Analysis of the environment.
3. Definition of marketing research.
4. Commercial research vs. Market research.
5. Methodological process of commercial research.
6. Phases of a Research project.
7. Research Characteristics.
8. Examples.

PART II: INFORMATION GATHERING

TOPIC 2: Sources of information

- 2.1. Sources of information: secondary and primary.
- 2.2. Types of research.
- 2.3. SIM: Marketing Information System.
- 2.4 Fact Sheet.

TOPIC 3: Qualitative techniques

- 3.1. Consumer research.
- 3.2. Analysis of the different qualitative techniques.
 - 3.2.1. Group meetings
 - 3.2.2 In-depth interviews
 - 3.2.3. Delphi Method

- 3.2.4. Phillips's method.
- 3.2.5. Brainstorming.
- 3.2.6 Benchmarking.
- 3.2.7 Mystery Shopper.

TOPIC 4: Quantitative methods of commercial research.

- 4.1. Characteristics of quantitative research.
- 4.2. Surveys: face-to-face, telephone, online, omnibus.
- 4.3. Questionnaire design
 - 4.3.1. Basic rules for questionnaire design.
 - 4.3.2. Types of questions.
- 4.4. Measurement scales
 - 4.4.1 Comparative scales.
 - 4.4.2 Non-comparative scales.
- 4.5. Panels: concept and typology.
- 4.6. Observation: concept and types of observation.

TOPIC 5: Sampling, fieldwork, and data preparation.

- 5.1. The sample.
- 5.2. Sampling error.
- 5.3. Determination of sample size.
- 5.4. The fieldwork processes.
- 5.5. Coding and preparation of data for analysis.
- 5.6. Preparation of the report.
- 5.7. Presentation.