



SUBJECT: MARKET ANALYSIS		
MASTER IN BUSINESS ADMINISTRATION Professor: JUAN VICENTE CASTELLANOS QUINTANA	ECTS:	SEMESTER: 1

WEEK	SESSION	DESCRIPTION OF CONTENTS	Indicate special space needs	STUDENT WORK DURING THE WEEK	
				DESCRIPTION	CONTACT HOURS
1	1	INTRODUCTION TO SOCIAL & MARKET RESEARCH		Practice 1: Briefing; Students will think in groups on their own research needs.	2
2	2	OVERVIEW ON SOCIAL & MARKET RESEARCH		Practice 1: Briefing.	2
3	3	QUALITATIVE RESEARCH; Introduction to qualitative techniques: practical overview.		Practice 2: Proposal: <i>Students will work in groups on responding the research goals with a research proposal.</i>	2
4	4	QUANTITATIVE RESEARCH I; Commonly used methods for quantitative research		Practice 2: Proposal.	2
5	5	QUANTITATIVE RESEARCH II: SAMPLING Sampling and survey error.		Practice 2: Proposal.	2
6	6	QUESTIONNAIRE DESIGN.		Practice 3: Reporting Data. <i>Students will work in groups on analyzing data from research and drive conclusions.</i>	2
7	7	STATISTICAL ANALYSIS I.	Computers room	Practice 3: Reporting Data.	2
8	8	STATISTICAL ANALYSIS II.	Computers room	Practice 3: Reporting Data.	2
9	9	TURNING DATA INTO FINDINGS.		Practice 3: Reporting Data.	2
10	10	PRESENTATION OF THE REPORT.		Practice 4: Presentation: <i>Students will work in groups on presenting their own market research conclusions.</i>	2
TOTAL NUMBER OF HOURS					20