

Marketing Research and Analytics

UGRA_016154

Departments	Department of Marketing
Teaching Languages	English
ECTS	3
Teacher responsible	Ariel Fridman - ariel.fridman@esade.edu

Course Goals

The specific objectives of this course are to:

- Learn about different research approaches and methodologies and their respective mechanisms for understanding consumer behavior
- Learn the fundamental elements that must be taken into consideration when designing, planning, and conducting research. These include: problem formulation, methodology selection, data collection, analysis, interpretation and use of results.
- Learn how to conduct a small-scale experiment to answer a specific research question, and how to analyze the data to generate actionable insights
- Understand the role of data-driven insights in the decision-making process
- Critically evaluate methodological approaches and research findings
- Understand the ways big data and AI can be used in a marketing context to generate insights on consumers

Previous knowledge	None
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Prerequisites	None
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Teaching methodology	Students are expected to attend lectures, actively participate in class discussions, and complete group projects and an individual assignment.
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Description

Course contribution to	Today's world is exploding with data on consumers, as well as new abilities to observe customers in naturalistic settings. This creates an unprecedented ability to generate valuable insights for companies, policymakers, and marketers. This course empowers students to generate such insights themselves
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program

– an increasingly important and relevant skill – by giving them tools to conduct marketing research. The course reviews how to formulate a research question, how to select the most appropriate analytical approach, and how to collect high-quality data to answer it. This course will be hands-on, and will also discuss new and important findings from marketing research related to judgment and decision-making.

Short description

Research plays a key role in generating insights to better understand consumers. By learning how consumers make decisions in real-world contexts, companies can create more effective strategies. This course provides an overview of the process of conducting marketing research, from formulating the research question, to selecting the most appropriate methodology and approach, to critically evaluating the results. In addition to theoretical topics, the course will also provide hands-on experience with practical tools to conduct research, and discuss important insights that research in consumer decision-making has uncovered.

Activities

In-class discussions and debates

Group presentations

Readings

Research work and projects

Content

#	Topic
1	Foundation Sessions Topics include: exploratory vs. descriptive research, surveys, correlation vs. causation, designing and conducting experiments, measurement, validity and reliability
2	Analysis Tools Topics include: A/B experiments, analyzing experiment results, advanced experimental designs, regression, conjoint, factor and cluster analysis
3	Applications Topics include: context effects, choice construction, big data, and AI

Assessment

Tool	Assessment tool	Category	Weight %
In-class analysis and discussion of issues	Participation in course discussions	Ordinary round	20.00%
Group project	Research Proposal	Ordinary round	10.00%
Group project	Final Presentation of Experiment	Ordinary round	35.00%
Final individual project	Individual Assignment	Ordinary round	35.00%

Tool	Assessment tool	Category	Weight %
Final individual project	Individual Assignment	Retake	100.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 1 (Optative)

BBA20 Year 2 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 1 (Optative)

BBA23 Year 2 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)

GBD20 Year 1 (Optative)

GBD20 Year 4 (Optative)

GBD20 Year 5 (Optative)