Syllabus

Subject

Subject / Group	11453 - Fundamentals of Marketing Research / 1
Degree	Master's Degree in Tourism Management and Planning
Credits	3
Period	First semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Magdalena Concepción Cladera Munar mcladera@uib.es	14:00	15:00	Monday	10/09/2018	15/02/2019	DB247

Context

The objective of this course is giving to the student the main statistical tools for marketing research, from both a theoretical and practical perspective. Covered topics include an overview of the different statistical techniques usually applied to market analysis, regression analysis, data reduction techniques and classification techniques.

Requirements

Knowledge of the basics of statistical concepts at the level of the subject "Quantitative methods for tourism research" of the Master on Tourism Management and Planning (MTMP) is required.

Skills

Specific

* [CE1] Learn how to deal with techniques of data collection and analysis and their application in the tourism sector. .
* [CE3] Know how to design new products, detect new emerging tourist markets or segments and undertake tourism projects starting from the identification of new trends and scenarios, and the dynamics of tourism markets. .
* [CE9] Learn how to deal with and interpret different models and statistical and econometric techniques to manage and plan tourism destinations and organizations. .

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Generic

* [CG1] Know how to find process and analyse information concerning the tourism sector from different sources. .
* [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector. .

Transversal

* [CT1] Capacity for analysis and synthesis. .
* [CT2] Ability to organize and plan. .
* [CT3] Oral and written communication in English. .
* [CT5] Ability to define priorities in the achievement of objectives. .
* [CT6] Being able to take decisions and solve problems. .

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

The contents of the subject are the following:

Range of topics

1. -

   - Overview of statistical techniques applied to market analysis.
   - Multivariate analysis. Introduction.
   - Regression analysis.
   - Analysis of variance and covariance.
   - Data reduction techniques (factor analysis, principal component analysis, correspondence analysis, …).
   - Classification techniques (discriminant analysis, cluster, …).

Teaching methodology

The methodology of this subject will be the following:

Workload

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes		Large group (G)	In-class exposition of the theoretical contents	8
Practical classes		Large group (G)	Computer classes and exercises	7

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Modality	Name	Typ. Grp.	Description	Hours
Assessment		Large group (G)	Exercicis d'avaluació	1.5
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At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Group or individual self-study		Study of the theoretical and practical contents	57

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Assessment

Modality	Assessment
Technique	Extended-response, discursive examinations **(retrievable)**
Description	Exercicis d'avaluació
Assessment criteria	
Final grade percentage: 50%	

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Assessment

Modality	Assessment
Technique	Real or simulated task performance tests **(retrievable)**
Description	Exercicis d'avaluació
Assessment criteria	
Final grade percentage: 50%	

Resources, bibliography and additional documentation

Basic bibliography

Janssens, W., Wijnen, K., Pelsmacker, P. de, & Van Kenhove, P. (2008). Marketing research with SPSS. Essex (England) : Prentice Hall.

Johnson, R. A., & Wichern, D. W. (2014). Applied multivariate statistical analysis. Essex (England) : Pearson Prentice Hall.

Malhotra, Naresh K. (2009). Marketing Research: An Applied Orientation. Prentice Hall.

Newbold, P., Carlson, W. L., & Thorne, B. (2013). Statistics for business and economics. Boston : Pearson.

Smith, Scott M. and Albaum, Gerald S. (2005). Fundamentals of Marketing Research. SAGE Publications.

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