

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	MARKET RESEARCH AND ESTIMATING DEMAND		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	7621
Teaching period:	Third semester		
Area:	Marketing Intelligence		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

La asignatura de "Investigación de Mercados y Estimación de la Demanda" está incluida en el módulo de "Marketing y Comercial" y complementa lo estudiado en la asignatura "Investigación Comercial" cursada durante el primer curso del grado en Marketing. Mientras que "Investigación Comercial" está orientada al proceso metodológico de la investigación cualitativa, "Investigación de Mercados y Estimación de la Demanda" se aborda desde una óptica cuantitativa.

A través de esta asignatura el alumno profundizará sobre aspectos importantes de la Investigación en Marketing, tales como la interpretación de estudios de mercado, el análisis profundo sobre las características y

comportamiento del consumidor, el cálculo del precio de venta en base al valor percibido del consumidor y los diferentes procedimientos para la estimación de la demanda de un producto determinado.

## **SKILLS**

### **Basic Skills**

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### **General Skills**

An ability to organise and plan for the purposes of marketing and business management.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

To be able to apply relevant IT knowledge to the field of marketing and market research.

An ability to learn independently.

### **Specific skills**

To develop effective oral and written communication skills.

To read, analyse and easily interpret graphs, tables and texts to make suitable forecasts on demand and sales.

To be able to manage quantitative and computer tools for decision-making applicable to marketing and for effective presentations.

To be able to put knowledge into practice.

To be able to perform and interpret market studies.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours