UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Market Research

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Market Research (V1019)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor PEDRO MIGUEL ARAÚJO RODRIGUES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Understand the role of market research in marketing and business decisions, to design and implement research projects from the problem and objectives, to data collection and data analysis.

15. Specific Objectives

Understand the role of research and market research and interpret it
Understand the different stages of the research process
Understand the different types of study, techniques and research instruments
Analyze data and results

16. Skills to be acquired

Diagnosis of symptoms and causes
Definition of research problems
Formulation of research questions and hypotheses
Analysis and selection of data collection methods to be applied
Analysis of quantitative and qualitative studies
Carrying out fieldwork in the field of market research

17. Teaching Methodology

Theoretical-practical classes with theoretical presentation of market research concepts.
Tutorial classes with practical market research exercises and student monitoring

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18. Course Unit Program

1 Research and market analysis definition
a) The methods and stages of research
b) The theoretical model and formulation of questions and hypotheses
c) Secondary and primary data types
2 qualitative methods
a) Qualitative collection methods
b) The analysis of qualitative data
3 Quantitative methods
a) Definition of measurement: concepts, dimensions and variables
b) Types of scales
4 The questionnaires
a) Basic principles and rules.
b) The construction of questionnaires: format and sequencing.
c) The pre-test of the questionnaire
5 Sampling
6 Data analysis
a) Descriptive statistics. Measures of central tendency. Hypothesis tests. Difference of means tests. Association tests. Correlation tests. Cronbach alpha.

19. Assessment Methods

- 2 written tests
- workgroup
- Final exam

20. Didactic Resources

Bibliography
Powerpoint presentations
Practical and business cases

21. Sustainability Objectives

The discipline intends to contribute to sustainability:
1 - Ensuring equal access to quality technical, professional and cultural education
2 - Increasing the number of young people and adults with relevant qualifications, including technical and professional skills, for employment, decent work and entrepreneurship
3 - Combating inequality, promoting equal opportunities in the university education, including in those that are in vulnerable situations

22. Keywords

Market research
Research and research methods

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23. Main Bibliography

Author(s):	Nunan, D.; Malhotra, N.; Birks, D.		
Title:	Marketing research: an applied insight		
Edition:	6th	Year:	2021
Local:	New Jersey		
Publisher:	Prentice Hall		

Author(s):	Maroco, J.		
Title:	Análise estatística com utilização do SPSS		
Edition:	8	Year:	2021
Local:	Lisboa		
Publisher:	Sílabo		

Author(s):	Lendrevie, J.; Lévy, J. ; Dionisio, P.; Rodrigues, V.		
Title:	Mercator 25 anos		
Edition:		Year:	2017
Local:	Lisboa		
Publisher:	D. Quixote		

24. Complementary Bibliography

Author(s):	Pereira, A.; Patricio, P.		
Title:	SPSS		
Edition:	8ª	Year:	2013
Local:	Lisboa		
Publisher:	Sílabo		

Author(s):	Hair, J.; Jr.Bush,R. ; Ortinau,D.		
Title:	Marketing research in a digital information environment		
Edition:		Year:	2008
Local:			
Publisher:	MCGraw-Hill		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ESTUDOS DE MERCADO': Academic Year 2023/2024
Autor / Author	Prof. Doutor PEDRO MIGUEL ARAÚJO RODRIGUES
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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