UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective 2 - Market Research

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Human Resource Management

3. Cycle

1st

4. Course Unit

Elective 2 - Market Research (11337)

5. Scientific Area

6. Curricular Year

3rd

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

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

13. Teaching Language

Portuguese

14. General Objectives

Understand the role of market research in marketing and market research;
Design and implement research projects from problem definition and objectives to data collection and analysis;
Correctly apply the most appropriate methods for market research;
Analyze and evaluate collected data and the overall research, against the objectives and goals.

15. Specific Objectives

Understand the role of research and market research and interpret it;
Understand and apply the different stages of the research process;
Understand the different types of studies, techniques and instruments of qualitative and quantitative research;
Analyze qualitative and quantitative data and results;
Assess the quality of information, both general and specific, for the purpose of the market research.

16. Skills to be acquired

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-Diagnose symptoms and causes
-Define research problems
-Formulate research questions and hypotheses
-Analyze and select data collection and application methods
-Analyze quantitative and qualitative studies
Conduct fieldwork within the scope 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

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

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SDG 8- Decent Work and Economic Growth: Market research supports business dynamics, market anticipation and qualified jobs generation.SDG 9- Industry, Innovation and Infrastructure: Data collection and analysis methodologies that support innovation and technological modernization, based on clear and transparent methods and principles. SDG 10- Reduce Inequalities: Production of reliable information for more inclusive and balanced market policies and strategies.

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		
ISBN Code:			

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

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

24. Complementary Bibliography

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

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

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Autor / Author	Prof. Doutor PEDRO MIGUEL ARAÚJO RODRIGUES
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