MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:		ANALYTICAL MARKETING (MARKETING)			
SEMESTER	1	TYPE	SPECIALISM	ECTS	7
FACULTY		Ms. Maria Lemonidou Dr. Jatinder Singh Mr. Martín Vivancos Dr. Julia Wolny			

SKILL PROFILE

BASIC SKILLS		TRANSVERSAL SKILLS		GENERAL SKILLS		SPECIFIC SKILLS	
CB 6	X	CT 1	X	CG 1		CE 1	
CB 7	X	CT 2	X	CG 2	X	CE 2	X
CB 8		CT 3	X	CG 3	X	CE 3	X
CB 9	X	CT 4	X	CG 4	X	CE 4	
CB 10	X	CT 5	X	CG 5	X	CE 5	X
		CT 6	X	CG 6	X	CE 6	X
		CT 7	X	CG 7	X	CE 7	
				CG 8		CE 8	X
				CG 9	X	CE 9	
				CG 10	X	CE 10	X
						CE 11	X
						CE 12	

OBJECTIVES

This subject consists of two separate parts.

In the first one, focussed on **market research techniques**, we will seek to generate relevant, reliable and current information to identify marketing problems and opportunities. This is done through different methods and techniques related to the kind of data required. A marketing manager must understand the utility of these techniques and know when and how to use them in order to efficiently manage his/her brands and products.

Some of the areas where research adds value are segmentation, positioning, new product development, measuring customer attitudes and behaviors, developing communication strategies and measuring their effectiveness, etc. The aim of this course is to assist students in understanding the mechanism and application of research in marketing, including the components of problem formulation, methodology selection, data collection, analysis, interpretation and use of results, with a special emphasis on quantitative analysis and experimentation.

The second part of the course is focused on the key **consumer behaviour** theories, such as attitude formation, motivation, engagement and decision making processes. You will investigate the process of consumption (or having) but also of non-consumption and discarding. All those concepts will be applied to the contemporary multichannel reality, and we will be able to critically evaluate if and how each of those theories apply in the digital world.

LEARNING OBJECTIVES

- Understands consumer decision making process, decision journey and influences
- Critically evaluates research methodologies and techniques
- Can design a research study/determine the appropriate methodology and objectives for a given managerial situation
- Can design a survey
- Can conduct a basic research project
- Handles data analysis/apply basic statistical tools
- Understands and uses tools such as clustering, regression and multidimensional scaling
- Understands basic experiments and run a conjoint study online
- Transforms data into actionable insights/link information to decisions
- Identifies and understands key consumer behaviour (CB) concepts
- Critically applies existing CB concepts in the multichannel marketplace
- Appreciates the non-commercial elements of individuals as citizens, not only as consumers
- Understands the complexities of ethical decision making scenarios.

CONTENTS

- ANALYSIS OF DEMAND
  - Research and Marketing Strategy
  - Research Design

- o   The Research Process
- o   Market Demand Analysis
- MEASUREMENT AND SURVEY
  - o   Measurement Scales
  - o   Survey Design
  - o   Sampling
- HYPOTHESIS TESTING AND GROUP COMPARISONS
  - o   Descriptive analysis techniques
- REGRESSION AND FACTOR ANALYSIS
  - o   Simple and Multiple Regression
  - o   Factor Analysis
- CLUSTERING FOR SEGMENTATION - SINGH, DR. JATINDER JIT
  - o   Factor Analysis
  - o   Segmentation & Cluster Analysis
- POSITIONING MAPS
  - o   Positioning with MDS
- A/B TESTING & CONJOINT ANALYSIS
- CONSUMER BEHAVIOUR: BUYING, HAVING AND BEING
  - o   Consumer Motivations
- THE WHY OF CONSUMER BEHAVIOUR
  - o   Attitude, Engagement, Innovation Adoption
- THE WHAT AND THE WHEN OF CONSUMER BEHAVIOUR?
  - o   Consumer Decision-Making and Customer Journeys
  - o   Consumption and Disposal
- THE HOW OF CONSUMER BEHAVIOUR
  - o   Citizens, Communities, Networks -
- SOCIAL INFLUENCES IN CONSUMER BEHAVIOUR

METHODOLOGY

This course will be taught using cases and readings that the students will have to prepare in advance. Additionally, we will learn some basic statistical techniques and data analysis using SPSS and Excel. Participants will also be asked to work on a number of group projects.

EVALUATION

The final evaluation will be calculated as follows:

1. Class participation: quality, consistency and feedback. (30% min* - 40% max).
2. Specific evaluation tests: exams. (40% min - 50% max)
3. Carrying out work or projects (10% min –30% max)

In the event of a new health emergency that involves confinement, the activities and evaluation weights will not be altered. In case they cannot be done in person, they will be transferred to a virtual environment. Due to the difficulties in correctly evaluating participation in online environments, EADA may reduce the weighting of this component of the evaluation due to the current pandemic circumstances.