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# Marketing Research and Opportunity Analysis

**Professors:** Roger Pagà, Mercè Roca  
Guest lecturer: Cristina Perez (Kantar)

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**Office hours:** by appointment

**Course Type:** compulsory

**Credits:** 3 ECTS

**Term:** 1st

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## Course Description

Organizational decisions must be informed by proper quantitative and qualitative research that enable the analysis of alternatives of action. In this course, students will learn the 5 steps of a market research: 1) problem definition, 2) approach development, 3) research design formulation, 4) data preparation and analysis, and 5) report presentation.

In the *problem definition* and *approach development steps*, complex (and often risky!) decisions (e.g. should we start selling our products in a foreign market?) are transformed into more specific and measurable research questions (e.g. culturally speaking, how does the foreign market differ from the domestic one?). This is accomplished by using theoretical frameworks (e.g. the PESTLE model) as guidelines. Students will be presented with a variety of theoretical frameworks and will also be taught how to find more via database research. The goal here is for students to develop a sense for what kind of information is needed (i.e. what kind of research questions must be answered) in order to make managerial decisions. After the research questions have been defined, the next step of the market research process is to choose a methodology to get those research questions answered and to also choose which individuals (participants) will get to answer the research questions. This is the *research design formulation* step. Students will learn a variety of methodologies commonly used in research, from general ones such as surveys and focus groups, to more specific techniques for marketing studies such as concept testing and research methodologies that are specifically used in the context of digital marketing. Students will be taught a variety of sampling techniques, as well as their pros and cons, so that they can evaluate the representativeness and validity of research studies. After data gathering, the next step of the marketing research process is *data preparation and analysis*. Students will learn how to clean data to deal with extreme and missing values in a dataset (data deputation) and how to analyse these data. The data analysis part will range from simple descriptive statistics (calculation of means, standard deviations...) and graphical representation (pie charts, scatter plots...) to more

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sophisticated dependency (regression and conjoint analysis) and interdependency (cluster analysis) techniques. Such techniques are very useful in the contexts of consumer preference, segmentation and positioning research. As a main goal, students will be taught how to draw conclusions from the data and make informed decisions based on those conclusions and ultimately communicating and reporting these results.

After covering the marketing research process, students will work on real international-oriented cases and have a glance at the Market Research Industry by the hand of an expert visiting lecturer from Kantar. In this last block of the course, students will have the opportunity to apply, in a holistic way, the marketing research theory and statistical insights learnt thus far.

## Objectives

- Learning to transform strategic decisions into specific, measurable research questions that, when answered, allow for informed decision making.
- Familiarizing oneself with a variety of theoretical frameworks for research.
- Learning a taxonomy of research methodologies, the circumstances under which they should be used, and how to implement them.
- Learning how to select a sample of participants that is suitable given the constraints of a specific research study.
- Learning how to treat missing and extreme values in a dataset.
- Learning how to use descriptive statistics, charts, and specific dependency and interdependency statistical techniques in order to interpret datasets and draw conclusions and decisions from them.
- Learning how to apply the research and opportunity analysis insights covered throughout course in the context of all-encompassing and practical cases.

## Methodology

The course includes 10 sessions that last three hours each. The course is divided in three main blocks:

### BLOCK 1: FUNDAMENTALS OF MARKET RESEARCH AN OPPORTUNITY ANALYSIS

Sessions 1 to 5 will cover the more theoretical aspects of the course, focusing on the problem definition, approach development, and research design steps of the research process. Documentation summarizing each topic will be uploaded before each session. Students are expected to participate during the lectures; the goal is to achieve a dialogue between the lecturer and the students, rather than a monologue in which the lecturer talks and students passively listen to him. Most topics covered

during sessions 1 to 5 will include group assignments that will give students an opportunity to apply what they learnt.

#### BLOCK 2: MARKET RESEARCH ANALYTICS (QUANTITATIVE METHODS)

Sessions 7 to 9 will cover the quantitative part of the course, focusing on the data preparation and analysis stages of the research process. The emphasis will be on data interpretation and on drawing conclusions, and not on the mathematical foundations behind the presented statistical techniques. As such, some of the sessions will require the use of software, and the sessions will remain applied and practical.

#### BLOCK 3: MARKET RESEARCH IN PRACTICE (INDUSTRY AND CASE STUDIES)

Session 6 and session 10 will feature real marketing cases with an international focus in order to provide students with an opportunity to apply everything they learnt throughout the course in a holistic way. This will include a company presentation by Kantar, including an overview of professional opportunities for students in the marketing research sector. The real cases will be presented in the first session (session 6) so that students can work on them in groups and discuss their results in session 10. This covers the last step of the marketing research process: report presentation.

*The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.*

### Evaluation criteria

The following elements will be evaluated and weighed to form the final grade of the course:

#### Continuous Evaluation:

- Group assignments from Block 1: 25% of the final grade
- Individual and group assignments from Block 2: 15% of the final grade
- In-group marketing cases from Block 3: 10% of the final grade

**Final Exam:** 50 % of the final grade. The final exam will feature a combination of multiple-choice questions and mini cases.

Students need to obtain a **minimum of 4 in the final exam** to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain a minimum of 4 in the exam will be the minimum between

4 and the final grade computed from the different evaluation elements (with the weights set above).

Students that fail the evaluation of the course will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5**.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the in-class evaluation items and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

## Calendar and Contents

Session	Instructor	Topic	Activities
September 28 <sup>th</sup>	R. Pagà	<p><b>Introduction to Marketing Research (MR)</b></p> <ul style="list-style-type: none"> <li>- Illustration of MR using two practical -and real- examples of international MR (Boeing and Toyota)</li> <li>- Definition of MR and the MR process.</li> <li>- Introduction on various types of MR: market potential research, brand image research, concept testing, price sensitivity research etc etc. Examples and discussion on how and when it is done.</li> <li>- Illustration of the additional complexity of international MR vs. domestic MR (Example: Mattel Barbie).</li> </ul>	
October 5 <sup>th</sup>	R. Pagà	<p><b>First stages of the MR process: problem definition and approach development</b></p> <ul style="list-style-type: none"> <li>- Illustration of problem definition and approach development (real case: the Harley brand)</li> <li>- Challenges and complications that may exist within problem definition and approach development:</li> </ul> <p><i>Notes:</i></p> <ul style="list-style-type: none"> <li>---- We will deal with desk research and introduce students to some examples of databases that may be useful to them. Presenting desk research as a tool to obtain theoretical frameworks that can be useful during the approach development stage</li> <li>---- We will deal with how the same managerial problem can have different research problems when MR is international instead of domestic. Illustrative example of CocaCola.</li> <li>---- We will deal with some moral conflicts that may arise between MR company and client company during these stages of problem definition and approach development</li> </ul>	<p><b>Assignment:</b></p> <p>Case study on Identifying relevant theoretical frameworks and research questions</p>
October 19 <sup>th</sup>	R. Pagà	<p><b>Third stage of the MR process: Research designs</b></p> <ul style="list-style-type: none"> <li>- Illustration of various types of research designs (real case: the Kellogg's brand)</li> <li>- Differences between exploratory MR and conclusive MR.</li> <li>- Experiments as a form of conclusive MR: methodology and examples</li> <li>- Errors that can be made when designing your MR: classification and examples</li> </ul>	<p><b>Activity:</b></p> <p>experimental designs</p>

October 26 <sup>th</sup>	R. Pagà	<p><b>Qualitative research designs in detail:</b></p> <ul style="list-style-type: none"> <li>- Focus groups, in-depth interviews and projective techniques.</li> <li>- How to implement these techniques (online and offline in the case of Focus Groups) and the considerations to consider.</li> <li>- Specific international MR considerations (e.g. the need for back-translating).</li> <li>- How to structure and analyze the data obtained from applying these techniques and how to obtain insights.</li> </ul>	<p><b>Assignment:</b> building a recruitment questionnaire and a moderator outline</p>
November 2 <sup>nd</sup>	R. Pagà	<p><b>Quantitative research designs in detail:</b></p> <ul style="list-style-type: none"> <li>- The focus will be on surveys and the following aspects of survey building: administration methods, question structure, question wording, question order, measurement scales, and survey pretesting.</li> </ul> <p><b>MR in the context of digital marketing</b></p> <ul style="list-style-type: none"> <li>- The MR process applied to problems in the world of digital marketing (how to increase website traffic? How to increase conversion rate?).</li> </ul> <p><i>Note:</i> This last topic involves a short introduction to digital marketing concepts such as SEO and SEM, and covers a few market research techniques that make special sense in the digital world (e.g., eye tracking). The topic will also discuss a few things about consumer behavior in the context of website browsing.</p>	
November 9 <sup>th</sup>	C. Perez	<p><b>Real cases with an international focus</b></p> <ul style="list-style-type: none"> <li>-Presentation of <i>Kantar</i> (one of the top 10 market research companies in the world ) <i>and overview of new context</i></li> <li>-Role and evolution of Market Research. How it works in Kantar.</li> <li>-New methodologies In Market Research: Agile solutions, Virtual, Neuromarketing...</li> <li>-Presentation of cases and challenges to work in groups <ul style="list-style-type: none"> <li>• Designing projects based on real briefings</li> <li>• Role Play</li> </ul> </li> </ul>	<p><b>Assignment:</b> Presentation of Case Study</p>
November 16 <sup>th</sup>	M. Roca	<p><b>Introduction to Market Research Analytics</b></p> <ul style="list-style-type: none"> <li>- Uses and domains of MRA</li> <li>- Sampling plan</li> <li>- Configuration and debugging of the database.</li> <li>- Treatment of outliers and missing values</li> </ul>	<p><b>Assignment:</b> Sampling plan for a real/ hypothetical project (MT?)</p>

November 23rd	M. Roca	<b>Descriptive analysis for Marketing research</b> - Description of results: techniques and tools for the numerical and graphical representation of results. <b>In-depth work of 2 analysis techniques</b> <b>1. Conjoint Analysis</b> - Assumptions of the models - Implementation and interpretation of results - Uses in research of international markets - Exemplification	Assignment: Conjoint analysis of a dataset (generated in class)
November 30th	M. Roca	<b>In-depth work of 2 analysis techniques</b> <b>2. Cluster Analysis</b> - Assumptions of the model - Implementation - Uses - Exemplification  <b>Catalog of multivariate analysis technique</b> - Brief presentation of other techniques: input data, uses, output and uses.	
December 1st (Wednesday)	C. Perez	Presentation of projects and cases in group. Discussion and learnings.	Case discussion and resolution
December 14th (pending confirmation)	R Pagà & M. Roca	Final Exam	

## Reading Materials/ Bibliography/Resources

- Burns, A. C., & Bush, R. F. (2004). *Marketing research: Online research applications*. Prentice Hall.
- Malhotra, N. K. (2008). *Marketing research: An applied orientation, 5/e*. Pearson Education India.
- Curwin, J., Slater, R., Eadson, D. (2015). *Quantitative methods for business decisions (7th ed.)*. Andover: Cengage Learning.

## Bio of Professors

**Pagà, Roger:** has a PhD in Economics, Finance and Management and specialises in the study of consumer behaviour, with particular focus on self-regulation, the psychological consequences of money and consumer rituals. Is a core-faculty professor at UPF-Barcelona School of Management. Gives lectures in the field of marketing at UPF-Barcelona School of Management and ESCI-UPF School of International Studies.

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Note: This document is for informational purposes only. Course contents and faculty may change.

**Roca, Mercè:** holds a PhD from Leeds University Business School and a Master degree in Economics and Management from Universitat Pompeu Fabra. Director of the MScIB program. She is member of several active UPF research groups the ESCI-UPF Research in International Studies and Economics (RISE), the Behavioral Experimental Sciences Laboratory (BesLab), the Business Analytics Research Group (BARG) at UPF. She is an expert in Market Research Analytics Techniques and is interested in the application of qualitative and quantitative market research techniques in the following domains: international business management and marketing; consumer/citizen behavior and decision making; sustainability, CSR, recycling and behavior; organizational practices towards sustainability; circular economy and alternative market mechanisms; the management of multiculturalism.

*Guest lecturer*

**Perez, Cristina:** Has a degree in Economics from Barcelona University and different Masters degree: in Execucional Management, Marketing and MBA. She is Head of Innovation & Commerce in Insights Division of Kantar, with more than 30 years of experience in market research, mainly in quantitative research techniques for different industries and sectors, specially at international level. Gives lectures in the field of Market Research at UOC and EAE Business School