



UNIVERSIDAD DE GUADALAJARA

**CENTRO UNIVERSITARIO DE CIENCIAS
ECONÓMICO ADMINISTRATIVAS**

MASTER BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT

MARKET RESEARCH

2.- KEY OF SUBJECT

D0848

3.- PRERREQUISITES

NONE

4.- SERIACIÓN

NONE

5.- TRAINING AREA

OPTIONAL OPEN

6.- DEPARTAMENT

MARKETING AND BUSINESS

7.- ACADEMY

MARKET RESEARCH AND DEVELOPMENT

8.- TYPE OF SUBJECT

CLASSROOM

9.- TYPE OF COURSE

COURSE

10.- WORKLOAD

HBCA	HAI	TOTAL
48	64	112

11.- CRÉDITS

7

12.- EDUCATION LEVEL

POSTGRADUATE / MASTERY

13.- PRESENTATION

14.- TRAINING STUDENT PROFILE

15.- OBJECTIVES OF THE PROGRAMME

- Understand the nature and extent of market research and its role in the design and implementation of marketing strategies.
- You will understand the role of market research to support decision-making by managers.
- It will handle the conceptual structure to conduct market research.
- It will analyze the ethical aspects of market research as well as the social responsibility of both the researcher and the company that handles an investigation of this nature.

16.- CONTENT AREA

1. Introduction to market research

- Market research as a management tool
- Process of marketing research
- Choosing a market research provider

2. Early stages of the investigation

- Defining the problem
- Context of the problem
- Management and market research Problem

3. Research Design for data collection

- Research Design
- Secondary data
- Exploratory Research: Qualitative Research
- Descriptive research: survey and observation

4. Sampling

- Design samples
- Determination of sample size

5. Fieldwork and data presentation

- Characteristics of the data collection process
- Communication of the results by the report
- The international market research

17.- BIBLIOGRAFÍA

Text Book:

- Malhotra, Naresh (2004). *Investigación de mercados. Un enfoque aplicado*. México: Pearson.

Reference Books:

- Benassini, Marcela (2001). *Introducción a la investigación de mercados. Un enfoque para América Latina*. México: Prentice Hall.
- Hair, Joseph, Bush, Robert y Ortinau, David (2004) *Investigación de Mercados. En un ambiente de información cambiante*. Méxio: Mc. Graw Hill.
- Kinnear, Thomas y Taylor, James (2000) *Investigación de mercados*. México: Mc Graw Hill.
- Zikmund, William (1998). *Investigación de mercados*. México: Prentice Hall.

18.- PROFESSIONAL APPLICATION

19.- PROFESSORS TEACHING THE SUBJECT

MTRO. EDGAR ROGELIO RAMÍREZ SOLIS
DR. SILVIO GENARO HERNÁNDEZ COTÓN

20.- TEACHER PROFILE

21.- LEARNING PROCESS

- Presentation by the facilitator
- Exposure and research by students
- Practical examples
- Case studies

22.- EXTRACURRICULAR ACTIVITIES

23.- FORMULATION, APPROVAL AND VALIDATION

24.- EVALUATION OF LEARNING

1. – Individual tasks	40%
2. – Final teamwork	60%
TOTAL	100%

25.- CURRICULUM EVALUATION

26.- CURRICULUM MAP

http://web.cucea.udg.mx/posgrados/tipo02.php?id=11&cont=plan_est

27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM

MTRO. EDGAR ROGELIO RAMÍREZ SOLIS

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