

SUBJECT SYLLABUS ACADEMIC OVERVIEW INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Market Research (81140)

PROGRAM

Bachelor of Business Administration (BBA)

Bachelor of International Marketing & Logistics Administration (BIMLA)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION						
LATEST	2020-2					
UPDATE ACADE						
MIC						
DEPART	Marketing					
MENT						
SUBJECT						
TYPE	Mandatory					
LANGUA						
GE	English					
CENTER	Programme Semester					
SEMEST	BBA	5				
ER	BIMLA	6				
NUMBE						
R OF						
ACADE	2					
MIC						
CREDITS						
HOURS						
OF	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96	
ACADE						



MIC							
WORK							
LEARNIN							
G	PROBABILITY AND STATISTICS I						
PREREQ							
UISITES							
INTERN							
ATIONA	 National and international standards, policies, regulations and mores related to the professional field. 						
L	 Courses linked to international challenges or projects with teams composed by both international faculty and students. 						
COMPO							
NENT							
SUSTAIN							
ABLE	SDG: 4. Quality Education						
DEVELO							
PMENT							
GOALS							
(SDG)							
COURSE D	ETAILS						
COURSE	Understand the basic elements of market research, including market segmentation, creation of qualitative and quantitative						
DESCRIP	research tools for the analysis of a problem that affects the marketing mix in a product / service, developing an improvement						
TION	strategy through a plan of marketing research.						
KEY							
WORDS:	Administration, markets, market research.						
COMPET		Course ILOS			Teaching and	Assessmen	
ENCES	EICEA ILOS or		-		Learning	t	
DEVELO	Programme		Туре	Content	strategy	Method	
PED	ILOS				0,		



ILO 03 ILO 04 ILO 05 ILO 06	Knowthe technicalskills associated with the developmentof market research for decision- makingin organizationsthat affectsorganizationsthat 	Knowledg e Skill Skill	Introduction to the course, explanation of the curriculum and the rules to be followed, student expectations, team integration, ice breaker, class project. of the United States and Colombia the laws related to personal data and spam. Introduction to market research The Marketing Research Process and definition of the problem and objectives of the research. Research Design set topic for project - presentation idea Secondary Data and Information Package. Databases (Passport, Euromonitor). CRM and Social CRM, Google Trends, Google Data board. Secondary data analysis	Theoretical Class Discovery Based Learning Discovery	Formative Assessment Formative Assessment Summative Assessment Formative
	entire market research process			Based Learning	Assessment Summative Assessment
ILO 01	Knows the contributions of the industrial revolution, the military organization, the Catholic Church and liberal economists in the	Knowledg e	Historical background of the Administration. Survey data collection methods Continuation, questionnaire design Understanding Measurement, Question Development and Questionnaire Design Sample selection, size, types. Determining the size of a sample Presentation - Second Partial Exam -	Theoretical Class	Formative Assessment



	BIMLA ILO 07			lssues		
		the administration Communicates	Knowledg	Use of Descriptive Analysis, Arts Population	Theoretical	Formative
	BIMLA ILO 08	Spanish- English-	e	Estimates, and Hypothesis Testing	Class	Assessment
	BIMLA ILO 08	third language	e	Basic difference tests	Class	Assessment
	DIIVILA ILO 09	Understands	Skill	Ethics in Market Research	Discovery	Summative
		marketing trends			, Based	Assessment
		and demonstrates			Learning	
		ability to identify			8	
		critical				
		components in the				
		value chain.	CL :!!		Disco	.
		Appropriates the different concepts,	Skill		Discovery	Formative
		activities and			Based	Assessment
		resources that			Learning	
		intervene in the				
		configuration of				
		each functional				
		area of market				
		research.				
	ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.					
	ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful					
r	relationships, and share knowledge.					
1	ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the					
i	improvement of social conditions.					
1	ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that					
C	create value in organizations.					
1	ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study					
	(Bachelor). (NO APLICA PARA GASTRO Y ECONOMIA)					
	BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the					
	decision making process of the firm.					
	BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating					
	ability to identify critical components in value chains.					
	BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.					



	BIBLIOGRAPHY						
	 1. BURNS Alvin, BUSH Ronald, MARKETING RESEARCH, Pearson, 2014 Ed 7. 						
	 2. Kotler & Armstrong, "Principles of Marketing" 15th Ed. Pearson. 						
	3. Jean- Jacques LAMBIN, Marketing Estratégico, LE MARKETING STRATEGIOQUE, Mc Graw Hill, Universidad Carlos II						
	 4. Shffman & Kanuk, "Consumer Behavior" 2007 Ed. Pearson. 						
	 5. Murphy, Laczniak, Bowie, Klein, "Ethical Marketing" 2005 Ed. Pearson. 						
BIBLIOG RAPHY	 MAGAZINES: Dinero, Publicidad y mercadeo, Semana, Cambio, Gerente, Gestión, Poder, Mercadeo y Ventas, Deusto, Harvard Business School magazine, Fast Company, WIRE, Fortune, Business Week,. DATABASES: Universidad de la Sabana, Biblioteca. EBSCO Premier; Emerald; EMIS EMERGING MARKETS; Benchmark; PASSPORT GMID,Euromonitor; ISI Web of Knowledge, Google Trends, Google AdWords. NEWSPAPERS: , La República, Portafolio El Tiempo, Wall stret Journal, The New York Times, Portafolio, El Espectador. Harvard Business Review (HBR) case studies MAGAZINES: MARKETS (Marketing Association), CIM (Chartered Institute of Marketing), ESOMAR, Nielsen, Ipsos, Millward 						
	Brown, Centro Nacional de Consultoria, DANE, Colombia Reports.						