

**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 UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BBA	5			
	BIMLA	6			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96

MIC WORK						
LEARNING PREREQUISITES	PROBABILITY AND STATISTICS I					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> National and international standards, policies, regulations and mores related to the professional field. Courses linked to international challenges or projects with teams composed by both international faculty and students. 					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	Understand the basic elements of market research, including market segmentation, creation of qualitative and quantitative research tools for the analysis of a problem that affects the marketing mix in a product / service, developing an improvement strategy through a plan of marketing research.					
KEY WORDS:	Administration, markets, market research.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method

	ILO 03 ILO 04 ILO 05 ILO 06	Know the technical skills associated with the development of market research for decision-making in organizations that affects short and long-term marketing strategies.	Knowledge	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	Formative Assessment
		Identifies the planning, organization, direction and analysis of information in order to develop a marketing research plan	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
		Distinguishes the entire market research process	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
	ILO 01	Knows the contributions of the industrial revolution, the military organization, the Catholic Church and liberal economists in the	Knowledge		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

		development of the administration		Fieldwork and Data Management Quality Issues		
BIMLA ILO 07 BIMLA ILO 08 BIMLA ILO 09	Communicates Spanish- English- third language	Knowledge	Skill	Use of Descriptive Analysis, Arts Population Estimates, and Hypothesis Testing Basic difference tests Ethics in Market Research	Theoretical Class	Formative Assessment
	Understands marketing trends and demonstrates ability to identify critical components in the value chain.	Skill			Discovery Based Learning	Summative Assessment
	Appropriates the different concepts, activities and resources that intervene in the configuration of each functional area of market research.	Skill			Discovery Based Learning	Formative Assessment
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>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)</p> <p>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.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>						

BIBLIOGRAPHY	<p>BIBLIOGRAPHY</p> <ul style="list-style-type: none"> • 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 III . • 4. Shffman & Kanuk, “Consumer Behavior” 2007 Ed. Pearson. • 5. Murphy, Laczniak, Bowie, Klein, “Ethical Marketing” 2005 Ed. Pearson. • • 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 <p style="text-align: right;">WEBSITES:</p> <p>AMA (American Marketing Association), CIM (Chartered Institute of Marketing), ESOMAR, Nielsen, Ipsos, Millward Brown, Centro Nacional de Consultoria, DANE, Colombia Reports.</p>
---------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------