

Commercial research (II) - Market research reports

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



GENERAL DATA

Brief description

To teach students how to carry out and analyse international market studies and industry fact sheets, by means of short theoretical presentations, a practical case study of international research prepared for this subject (which includes the main aspects involved in international market research), and through their own experience with the group carrying out a small market study, using the general theoretical knowledge and research tools learned.

Name

Commercial research (II) - Market research reports

Code

102794

Academic year

2024-25

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

3

Type

MANDATORY

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

SESSION 1: What is international market research and its usefulness in business?

The 5 phases of MR.

• Introduction by the lecturer

• Importance of market research in the company and at ICEX.

• Operation of the course and evaluation system.

• Assignment of the Taric codes for the products used in the market research to be carried out by each subgroup. Approach, contents and delivery schedule.

• What information should be included in ICEX Market Research?: table of contents and contents

• The 5 phases of market research.

SESSION 2: Desk work: secondary sources of information.

Fieldwork: primary sources of information (I)

• Phase I: Setting the objectives of market research.

• Desk work from secondary information sources (SIS):

The main secondary sources and analyses used in market research will be briefly reviewed.

• Statistics and economic data

• Trade magazines, trade fairs, associations, etc.

• Industry Analysis: Macro Studies: PEST analysis, Porter's Forces, SWOT and Professor Mata's model.

• Micro Studies: marketing mix and benchmarking or competitor analysis, profit and loss accounts, etc.

This part of the course on sources and analysis will be covered in a general way in class because they are subjects that are taught in other modules of the master's degree in a specific way:

‘Sources of information’ and ‘Strategy’. They are also detailed in the subject handbook. However, all content will be equally relevant in the exam.

• Fieldwork from primary information sources (PIS):

• Qualitative Research Techniques:

ه In-depth interviews

- Selection of participants.

- Interview scripts.

- Interview planning and design.

ه Group dynamics (focus groups)

- Selection of participants.

- Discussion guides.

- Organisation and development of the focus groups.

Work will be done on designing the in-depth interviews and focus groups that will be carried out as part of the group work. Selection of the target group and design of the interview scripts and group discussion guides.

SESSION 3: Fieldwork: primary information sources (II)

• Quantitative Research Techniques:

Surveys

• Types of surveys

• Questionnaire design

• Design of questions and measurement scales.

Work will be done on designing the surveys to be carried out as part of the group work. Questionnaire design.

SESSION 4: Fieldwork: Primary information sources (III)

• Quantitative Research Techniques

Surveys

• Sampling

Work will be done on designing the surveys to be carried out as part of the group work. Sample selection. Doubts and guidance by groups on the research techniques applied.

SESSION 5: Fieldwork: Primary information sources (IV)

• Mixed Research Techniques:

• Mystery shopper

• Price taking or store check

Work will be done on designing the store check/mystery shopper for the work. Questions and guidance by groups on the work completed so far.

SESSION 6: Realisation of the Case Study •Castillo de Canena gourmet olive oil in Japan•

In sessions 2 to 5, at the lecturer's discretion, the videos of the •Castillo de Canena• gourmet olive oil case study or other material may be used as illustrations. In any case, the entire class for session 6 will be devoted to the case study. Students should bring all written material relevant to the case study, including annexes, with them.

SESSIONS 7 and 8: Presentation of the market research carried out as a group

The working subgroups give an oral presentation to the rest of the class on their market research.

All work must be completed and submitted by the seventh session. Submissions will be uploaded to the Virtual Campus on 2 December 2024 before 8:00 AM. Late submissions will be penalised by one point. The maximum length of the work will be 50 pages + annexes (without limitation).

The order of presentations will be indicated in that session by the lecturer and will be decided by drawing lots. Students will have 10 minutes per subgroup to present their work and all members of the group must participate.

Afterwards, there will be some brief general comments and sharing by the lecturer and peers on the main strengths and weaknesses of the presentations themselves, regardless of the subsequent detailed analysis of the written work submitted for marking.

SESSION 9: Feedback session

This feedback session on the work will take place in January 2025, as indicated in the secretary's office calendar. The strengths and areas for improvement of the group work submitted will be discussed with the students.

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA1.- Master classes	9	100
TA2.- Practical classes	3	100
TA3.- Individual and group work	23	5
TA4.- Tutorials	5	100
TA5.- Individual student work	35	0

Teaching methods

The course will be taught as follows:

1. Classes 1, 2, 3, 4 and 5 cover an initial theoretical explanation. In Class 1, each subgroup will be assigned the product on which they will conduct market research. After the lecturer's explanation, the session continues with the students' work, who will apply the research tools they have learnt to their market studies. At the end of the work, it is shared and the lecturer will point out the main common points to be taken into account. In order to get the most out of the lessons, students should first read the relevant part of the manual to be studied during the session. They should also have read the case study on the sale of Castillo de Canena gourmet oil in Japan, which has been prepared for this subject.
2. Class 6 will focus on realising the case study: 'Castillo de Canena' gourmet olive oil in Japan, which has been prepared for this subject. Students must first read the case statement and the annexes that can be found in the Virtual Campus documentation.
3. Classes 7 and 8 are dedicated to oral presentations of the market research carried out in groups (four groups per session). All the subgroups studying the master's degree will hand in their work through the Virtual Campus for the course; the lecturer will indicate the specific date for handing in the work in Class 1. The order of presentations shall be determined by drawing lots. During the presentations, the rest of the students will take notes for their learning.
4. The students will carry out group work, which will include both desk work and complementary field work. This entails an additional workload of around 16-18 hours per student. Real market research for a product will be carried out and the concepts, methodologies and research techniques learnt in class will be applied. For reasons of ease of access to information, the work will be done on a product in the Spanish market. The maximum length of the work will be 50 pages + annexes (without limitation).
5. In January 2025, an additional feedback session will be held (Class 9) to review with the students the successes and improvements in the work submitted. A series of common and specific comments will be made per subgroup.

6. The written exam will take place according to the official master's calendar set by the secretary's office.

Learning outcomes

• To understand the usefulness of market research in the internationalisation process and know how to approach it from the outset.

• To understand the contents of market research in general and the peculiarities of international research in particular.

• To design market research and establish a research plan including appropriate research techniques and methods.

• To learn how to design the different research tools needed to carry out international market research.

• To learn how to analyse the information collected.

• To produce written market reports in a structured way and know how to present their conclusions in public.

• To become familiar with the structure of the ICEX market studies carried out in the Spanish Trade Offices abroad.

EVALUATION

Evaluation system

The evaluation of the course in its ordinary exam session is carried out in the following way:

- A one-hour exam, taken individually, with 40 multiple-choice questions on the theoretical documentation found in the course handbook provided and the 4 additional compulsory readings. (Two to four questions on these readings may be asked in the exam). Positive answers will be awarded 0.25 points each. Negative answers will lead to a deduction of 0.1 point each (as will also be indicated in the examination itself). Unanswered questions and questions left blank will neither add to nor subtract from the total. The value of the written exam will be 40% of the final grade for the course.

- Group market research, which is presented in writing and also in class during sessions 7 and 8. As it is an eminently practical subject and because this is the section to which the students dedicate most of their work, the value of the work will be 60% of the final grade for the subject.

Students must have a minimum mark of 3.5 points in the final exam in order to be able to average this with the group work and for it to count towards the final grade.

They must also achieve a minimum mark of 3.5 points in the group work in order to be able to average this with the exam and for it to count towards their final grade.

FACULTY

Coordinator/s

Tobalina Saiz, Sandra

*LICENCIADA EN CIENCIAS POLÍTICAS Y SOCIOLOGÍA
POSGRADO CIS DE FORMACIÓN DE ESPECIALISTAS EN INVESTIGACIÓN SOCIAL
APLICADA Y ANÁLISIS DE DATOS.
ECONOMÍA DE LA EMPRESA. INVESTIGACIÓN COMERCIAL E INVESTIGACIÓN DE
MERCADOS.
UNIVERSIDAD CARLOS III DE MADRID, ICEX, DESKMIND RESEARCH.
CONSULTOR SENIOR EN INVESTIGACIÓN DE MERCADOS Y MARKETING
INTERNACIONAL.*

Lecturers

Centenera Ulecia, Jesús

*Doctor en Historia contemporánea.
Profesor Doctor.
ESIC university.*

Gómez Quijano, Arturo

*Doctor- Universidad Complutense de Madrid
Profesor asociado.*

Fuentes Castro, Esther

*LICENCIATURA EN CIENCIAS POLÍTICAS Y SOCIALES CON POSTGRADO EN
INVESTIGACIÓN SOCIAL CIS.
CONSULTOR INVESTIGACIÓN SOCIAL Y DE MERCADOS.*

BIBLIOGRAPHY AND LINKS

Bibliography

COMPULSORY READING DOCUMENTS:

- Subject handbook.
- Guía Estilo_Plantillas_ICEX_210220.pdf
- ICEX_Plantilla_EstudioMercado-ResumenEjecutivo.pptx
- PlantillaWord_ICEX_EstudioMercado_2024.docx
- Case Study ‘Castillo de Canena Gourmet Olive Oil in Japan’, (statement on the Case and Annexes, to be completed in Class 6, reading the case and its annexes).

4 COMPULSORY READINGS: (Two to four questions on these readings may be asked in the exam).

- Executive Summary Agricultural Machinery and Greenhouses Market in Iraq 2024
- Executive Summary The Audiovisual and Film Market in France 2023
- Danish Swimwear Industry Factsheet 2024
- UK Music Industry Factsheet 2024

In addition, to support the work, it is highly recommended to view the market research, industry files and executive summaries by ICEX, on its website: www.icex.es, in Export Channel / Market Research

SUPPORT MATERIAL, 3 examples of the ICEX Virtual Classroom:

- HONG-KONG AND SINGAPORE, TWO COMPLEMENTARY MARKETS FOR APPROACHING ENTRY INTO ASIA
17/5/23
- PUBLIC PROCUREMENT WITH THE U.S. DEPARTMENT OF DEFENCE (DOD) UU
7/6/23
- OPPORTUNITIES AND CHALLENGES FOR SPANISH COSMETICS AND PERFUMERY COMPANIES IN POST-COVID CHINA
20/6/23

VOLUNTARY READINGS:

Voluntary reading of the articles on market research, written by Prof. Dr Jesús Centenera, professor for this subject, in the journal Moneda Única (<http://revista.monedaunica.net>), which is freely distributed, in particular:

1. Target setting: Marco Polo, 2. Planning: The Death of Captain Scott, 3. Desk work: Juan Sebastián El Cano vs. Eratosthenes of Alexandria, 4. Macro environment: Undisaggregated economic data, 5. Fieldwork: The Travels of Zheng He, 6. Tools: Kontiki and experimental techniques, 7. Data Analysis: Henry the Navigator, 8. Presentations: The sources of the Nile, 9.

Of the impossible justice in the face of the horror of the Holocaust. Simon Wiesenthal

A bibliography for the subject is included in the course handbook. As a recommendation, the following classic books on the subject are of interest for further reading:

• Hair, J.F. et alii. (2004). Marketing Research: Within a Changing Information Environment. McGraw Hill.

• Kotler, Ph. and Armstrong, G. (2003). Principles of Marketing. 6th Ed. Prentice Hall

• Malhotra, N. (2006). Marketing Research: An applied Orientation. 5th Ed. Prentice Hall.

• Pedret, F., et alii. (2007). La Investigación Comercial como Soporte del Marketing. Editorial Colección Management Deusto.

• Sánchez Herrera, J. (2010). Estrategias y planificación en marketing: métodos y aplicaciones. Pirámide.