



"El saber de mis hijos  
hará mi grandeza"

## UNIVERSITY OF SONORA

**Central Region Unit**  
**School of Economic and Administrative Sciences**  
**Department of Economy**  
**International Business and Trade Degree**

### Identification Data

<b>Subject:</b> Market Research	<b>Formative Pillar:</b> Professional
<b>Teaching-learning process:</b> Course and Workshop	<b>Previous requirement:</b> Marketing
<b>Hours per week:</b> 4	<b>Subsequent subject:</b> International Marketing
<b>Type:</b> Mandatory	<b>Credit Value:</b> 6

### General Objective:

The student will comprehend the market research process, based on the scientific method and the application of methods and techniques of its design, usage, and interpretation of the organized data given from it. The data will help the planning and control of several market projects.

### Specific Objectives:

At the end of the course, the student will be able to:

- Understand the importance of the market research in the decision making of the businesses.
- Apply the several techniques used in the market research.
- Understand the importance of the implementation of a Marketing Research System
- Obtain a reference and support source to design and carry out a market research practice. Know the most common operations in planning, executing and controlling the field work in a market research. And the importance to do it efficiently to get all the correct and needed information based on quality and quantity.

**Proficiency Units:**

- **FRAMEWORK:** Decision making in marketing. Information for the decision making. Marketing Information System. The role of the market research. The market research in the business.
- **TYPES OF MARKET RESEARCH.** Analysis of the market characteristics. Qualitative analysis of the market. Distribution research. Sales research. Advertising and media research. Products analysis. Competitive position analysis.
- **MARKETING RESEARCH PROCESS.** Scientific method. Market research approaches and methods. Precision, use and combination of methods. The marketing research process.
- **EXPLORATORY RESEARCH.** Scope and importance. Situation analysis. Preliminary research. Hypothesis development.
- **RESEARCH PLANNING.** Objective definition. Data types and sources. Forms designs. Sample planning. Program-budget.
- **INFORMATION GATHERING.** Personnel selection and training. Field work organization. Supervision and control.
- **SITUATION ANALYSIS.** Sample validation. Charting. Fundamentals of information analysis. Obtaining statistical conclusions. Hypothesis testing.
- **RESEARCH RESULTS.** Results interpretation. Results presentation. Post control.

**Teaching strategies:**

- Thematic exposition of assigned readings with the support of bibliographic material (handbook), slides, Power point, XP Professional, videos.
- Application of individual comprehension tests and development of practical cases.
- Project development in teams at the end of each chapter, for its application in a final project.
- Design and implementation of a market research practice in teams

**Evaluation: general criteria for successful completion of course:**

Individual comprehension test of each topic:	10%
Discussion cases assigned by teams:	20%
Team projects (accumulative):	20%
Market research final project:	50%

***Bibliography***

- Aakev, David A., Day George S. 1989. Investigación de mercados. Ed. McGraw Hill
- Bertran, Joseph. 1997. Marketing internacional avanzado. Ed. McGraw Hill. España
- Benassini, Marcela. 2001. Introducción a la investigación de mercados (Un enfoque para América Latina). Ed. Pearson Education.
- Berg Gonzalez, Luisa M. 2000. Introducción al proceso de investigación de mercados. Ed. Instituto Tecnológico Autónomo de México. Addison.
- Dillon, Madden, Firtle. 1996. La investigación de mercados (Entorno de Marketing). Ed. Irwin. España
- Frank, E. Ronald, Alfred A. Kuehn, William F. Massy. 1987. Análisis de mercados. Técnicas cuantitativas. Ed. Trillas. México
- Fisher de la Vega, Laura. 1990. Introducción a la investigación de mercados. Ed. McGraw Hill.
- Kinnear, Thomas, Taylor James. 1998. Investigación de mercados. Ed. McGraw Hill. Colombia
- Weirs, Ronald M. 1986. Investigación de mercados. Ed. Prentice Hall.
- Zigmund, William E. 2000. Investigación de mercados. Ed. Prentice Hall. México.

**Desired academic profile for person in charge of course:**

Possess a Bachelor's degree in Business, Marketing or International Trade.

Preferably a Master's degree Business o Trade.

Professional experience in a Market research field.

Teaching experience of at least 2 years in areas related to the specific subject's field.

Teaching and technological training:

- Ease in teaching-learning tasks.
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Curse the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)