Syllabus
ONLINE MARKET RESEARCH

A. GENERAL INFORMATION

Professor	: Catalina Rossle
Code	: ROBI123
Pre – requisites	: None
Credits	: 10
Number of sessions per week	: 2
Academic hours per semester	: 48
Teaching assistant hours per semester	: 0

B. COURSE EXPECTATIONS

The main objective of this course is to learn how to do market research (mainly qualitative) using online methodologies rather than traditional offline ones.

It will cover the whole process, from taking a client brief to developing a research plan (both for tactical and strategic projects), deciding what methodologies to use (depending on the nature of the projects), analysing data and putting a final report together with actionable recommendations for the client.

Other aspects to be covered in this course include, among others: understanding a brief, how to write proposals, available platforms and tools to do market research online, engagement techniques, analysing qualitative data, etc.

C. COURSE GENERAL OBJECTIVES

Concept:

- o   To understand the use of online market research globally, the particularities of this way of conducting market research, and the main advantage versus traditional market research.
- o   To be able to conduct an online market research Project at the end of this course, whilst recognising the most important and key elements of it, as well as being aware of the different methodologies and tools available.

Processes:

o   To take a client´s brief, being able to understand the business and research objectives of a project, in order to make the most suitable recommendations to set up the project.

o   To establish every stage of a project and determine specific objectives and responsibilities within a team.

o   To dominate not just the tools but the specific methods and type of activities to use to meet the specific as well as the general objectives of a project.

o   To analyse the results of an online research project and Medir el éxito de una campaña bajo parámetros reconocidos (ROI), establecer acciones para mejorarla y resolver situaciones de crisis.

Attitudes:

o   To develop and encourage interest in understanding "how consumers tick". To develop a skill to uncover insights that otherwise would be more difficult to identify, which in turn will help with actionable recommendations for the clients.

o   To be inquisitive and to be able to work in teams, both for tactical as well as for more strategic projects.

D. CONTENTS

UNIT 1: INTRODUCTION TO QUALITATIVE ONLINE MARKET RESEARCH

●   Definition of online market research.

●   Advantages and disadvantages of online market research.

●   Understanding when online market research is an option and when it´s not.

●   Differences between a strategic and tactical project.

●   Taking a brief for an online market research project.

●   Writing a proposal.

UNIDAD 2: METHODOLOGY

- Setting up an online market research project (i.e. a private online community, or similar)

- Available tools and platforms for online market research.

- The use of social media channels for online market research.

- Research design: deciding what methodology/type of activities to use – how to structure them depending on the nature of the project.

- Designing and setting up online surveys, online discussions, live online chats, brainstorms, image and video galleries, online interviews, etc.

- Methods of motivation for engagement.

- Using online market research for co-creation work.

- Safety and privacy when doing online market research.

- Analysing qualitative data – uncovering valuable insights

- Analysing quantitative data – uncovering valuable insights

UNIDAD 3: REPORTING

- Writing a qualitative report – how to share actionable recommendations

- Writing a quantitative report – how to share actionable recommendations

E. METHODOLOGY

It will be a very practical class, especially from Unit 2 onwards. Students will have to be hands on throughout the duration of the course and they will be asked to participate, work in teams, and

present in front of the class. There will be role playing involved to create an environment that is as close as possible to real life examples.

The teacher will provide students with all the material (knowledge, multimedia, etc.), tools and support they need, to work on designated projects.

Classes will be a mix of theoretical knowledge, real examples and group work.

F. EVALUATION

- Tests
- Essays
- Group Dissertation
- Final Exam

G. BIBLIOGRAPHY

TO BE CONFIRMED