

## Market research, information management, and decision-making

**Master's degree in:** Marketing Management

**Subject:** Management and direction in the organization

**Credits:** 6 ECTS

**Program:** Master in Marketing and Sales Management

**Modality:** On-campus Full-Time / Hybrid-Learning

**Semester:** First

**Type:** Mandatory

**Language of instruction:** English

**Academic year:** 2025/2026

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## 1. Presentation

Information is a key factor in marketing, as it allows one to know in depth the consumer and detect the opportunities offered by the market. Thus, the company can design the most appropriate strategies to achieve its objectives. However, many companies have failed to adapt to changes in the environment, because they do not know their market well and because they ignore the characteristics, behavior, and needs of their consumers.

Information management and decision-making aim to support companies in defining and launching their products, considering the voice of the consumer within the organization.

Market research approaches the different aspects of commercial research from a theoretical and practical perspective. This training area is essential for the correct learning of marketing since it is one of the pillars and links between strategy and action. Market research is an essential tool for marketing. This research is based on the study of environmental changes and consumer responses. Allows a diagnosis of the resources, opportunities, strengths, capacities, weaknesses, and threats of an organization.

Market research aims to ensure that the company has an adequate orientation of its actions and strategies, to meet the needs of consumers, and to generate products with a long life cycle that favors the success and progress of the company. It also allows companies to learn and learn more about their current and potential customers.

The dynamism of the markets and the complexity of the consumer make commercial research constantly renewed and adopt techniques that allow them to improve or approach their study in another way. Sales modeling is a basic tool of business management: sales forecasting, human resource needs, investment policy, etc., are based on it. It is therefore an essential element in the budget forecast, one of the main axes of management planning and control. But what do we know about her? Only one thing: that we will never get it right.

Perhaps one of the keys to understanding the subject is to understand that foresight is not made to succeed. But, since we know that we will fail, we must fail as little as possible, the purpose that serves the subject we present; that is, to develop systems and methods that minimize the deviation between foresight and reality.

## 2. Program's learning outcomes

The subject-related learning outcomes are distributed as follows:

### 2.1. Knowledge

- RAT 2 The graduate will be able to identify the links between planning, industrial and commercial strategies, and the benefits they bring to the company.
- RAT 3 The graduate will be able to relate the complexity of the economic and social phenomena typical of the welfare society to technology, globalization, and sustainability.
- RAT 4 The graduate will be able to justify market research from a managerial perspective inspired by the value of consumer knowledge.
- RAT 5 The graduate will be able to describe marketing and sales policies as a guide for the business activity, considering the company's culture, policies, and objectives.

## 2.2. Skills

- RAT 6 The graduate will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish, and a third language, particularly English.
- RAT 7 The graduate will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT 10 The graduate will be able to analyze the operating accounts of the different strategic business units of a company to make an objective diagnosis for commercial and marketing decisions.
- RAT 11 The graduate will be able to design the company's image, identity, and culture strategy, according to corporate and marketing objectives, in both traditional and online sales channels.
- RAT 12 The graduate will be able to interpret the analysis of data and information, with a critical view of the results.

## 2.3. Competences

- RAT 17 The graduate will be able to provide innovative, creative, and entrepreneurial solutions in professional situations.
- RAT 18 The graduate will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental, and professional responsibility.
- RAT 19 The graduate will be able to apply the gender perspective in the professional tasks.
- RAT 20 The graduate will know how to design traditional and online commercial and marketing strategies consisting of a thorough analysis of the macro and micro environment elements.

- RAT 21 The graduate will be able to design the organizational structure of the marketing and sales departments according to the criteria of profitability, efficiency, commitment, and continuous improvement.
- RAT 23 The graduate will know how to create strategies for the marketing mix, consistent with the company's policy and objectives and consider competitors' strategies.

### 3. Subject's learning outcomes

The subject-based learning outcomes for this course are as follows:

- RAM 1 The graduate will be able to properly relate the basic concepts of the strategic management of companies with the marketing department of a company, by presenting a written project
- RAM 4 The graduate will be able to accurately validate commercial, marketing, and communication decisions in their professional activity within the organization by performing practical simulation cases.
- RAM 5 The graduate will be able to correctly identify how the external and internal determinants that condition the achievement of the objectives and strategies of the organization through the realization of challenges and practical cases.
- RAM 6 The graduate will be able to design in a precise way a basic and integral process of investigation of a market, for the adoption of the strategies more adapted to the reality of the organization by presenting projects or written exercises.

### 4. Contents

- **Topic 1:** The consumer
  - Purchasing behavior
  - The purchase processes
  - The organizational client in a sustainable environment
- **Topic 2:** Information management and decision making
  - Sources of information
  - Decision-making process committed to the SDGs:
    - a) Numerical synthesis of data: measures of central dispersion trend, position, and relationship between two variables
    - b) Classical inferential statistics: comparison of treatments and hypothesis tests

- **Topic 3:** Market research
  - Introduction to market research
  - Traditional research: qualitative methods
  - Traditional research: quantitative methods
  - Results and conclusions report considering environmental and sustainable impact
  
- **Topic 4:** New commercial research and modeling techniques
  - Sales modelling techniques
  - The ARIMA and SARIMA models
  - Analysis of main components
  - Kansei analysis

## 5. Methodology

The methodology applied to this subject, framed within the educational model of EAE Business School, LifEd, is detailed in the following table:

ON CAMPUS FULL TIME MODALITY		
Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Lecture	Conferences
	Presentation sessions	Student presentations
	Audiovisual-based learning	Analysis of audiovisuals
	Tutorials	Meetings to resolve doubts    Follow-up meetings
Skills	Project work	Problem-solving    Information searching and processing Presentation of reports and/or work
	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks

	Project work	Report preparation reports or work	Presentation of
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HYBRID MODALITY			
Learning Outcomes	Teaching Methodology	Training Activities	
Knowledge	Presentation sessions	Student presentations	
	Tutorials	Meetings to resolve doubts	Follow-up meetings
	Audiovisual-based learning	Analysis of audiovisuals	
	Reading-based learning	Reviews / Critical analysis	
Skills	Project work	Problem-solving searching and processing	Information Presentation of reports and/or work
	Collaborative work	Online debates practical cases	Discussions of Collective analysis
	Case-based learning	Information searching and processing	Problem-solving
Competencies	Game-based learning	Challenges	
	Inquiry-based learning	Research tasks	
	Project work	Report preparation reports or work	Presentation of

## 6. Grading system

### Continuous assessment

Grading system	Weight
Block 1: Exercises, Problems, Report Preparation, Assignments, Presentations	40 %
Block 2: Participation and Oral Presentations	20 %
Block 3: Final Evaluation Test	40 %

Block 1 will consist of:

- Two individual evaluable activities. 10% each.
- Two group projects or reports. 10% each.

Block 2 will consist of:

- Participation and oral presentations – 20%.

Block 3 will consist of:

- An exam - 40%.

The final grade for the course will be obtained by weighting the three blocks. The minimum weighted grade required to pass is 5.0.

If the student fails Block 1 or Block 3 (or both) with a grade lower than 5.0, they may retake that block or blocks. This grade will average with the other blocks, and the maximum final grade the student can receive is 5.0.

If the student is unable to attend the initial evaluation, and can provide a justified reason (see regulations of the University of Lleida), they may take the exam on the date set for recovery.

Students who do not attend evaluative activities with a weight exceeding 50% will receive a general course grade of “Not presented.”

#### Alternative Evaluation

The single evaluation consists of a single exam that accounts for 100% of the course. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final test. If a grade lower than 5.0 is obtained, the student has the right to a recovery exam.

To opt for the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course. The procedure to follow to opt for this single evaluation is established in the specific rules of EAE.

Plagiarism is a fraudulent activity that can lead to severe penalties, both academic and legal. Academic honesty is one of the pillars of the educational commitment of the School, and the members of its teaching community are especially aware and prepared to detect such actions. Given the difficulty often involved in conceptualizing plagiarism, it has been deemed appropriate to clearly define its content and scope in these regulations and policies.

Plagiarism is understood as the appropriation of works or other people's work by passing them off as one's own; that is, without explicitly crediting their origin. Plagiarism can consist of the unauthorized total or partial copying of someone else's work, or presenting the copy as an original work, impersonating the true author. Some examples of plagiarism are:

- Submitting someone else's work as if it were your own, regardless of whether the copy is total or partial.
- Paraphrasing a text by rephrasing it with other words, but making small changes in the language to disguise it and without citing sources.
- Buying or obtaining a work and presenting it as one's own.
- Relying on an idea or phrase from another person to write a new paper without citing the author of the work.

As established in Article 10 of the Academic Code of Conduct for Students at EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the legal actions that correspond in case plagiarism could violate applicable regulations regarding intellectual property.

## 7. Bibliography

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