Syllabus

Course Description

Course Title	Market Research
Course Code	25570
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Entrepreneurship and Innovation
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Christian Vincenzo Baccarella, Christian.Baccarella@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/52516
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course provides students with a comprehensive understanding of the purposes and applications of market research. It focuses on designing the research process, from defining the problem and setting research objectives to analyzing and interpreting data. Students get to know both quantitative and qualitative research methods to explore and model consumer needs, preferences, and behavior. This enables a well-grounded understanding of how market insights support decision-making in marketing and beyond.
Course Topics	The course covers a wide range of relevant topics related to market research:

	*Introduction to market research *The process of market research *Experimentation and scientific thinking *Market research design *Qualitative market research *Quantitative market research *Data analysis *Presenting results of market research *AI in market research
Keywords	marketing, research, experimentation, qualitative data analysis, data collection
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Frontal lectures and group exercises.
Mandatory Attendance	
Specific Educational Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for starting a new company, with particular focus on identifying new market opportunities, accessing and obtaining economic-financial resources, as well as technological and organizational skills for the development of the company; ILO 1.b The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for the management of a new enterprise, from the financial and organisational point of view and with respect to the dynamics of growth and development; ILO 1.c The student acquires advanced knowledge and understanding of the theories and tools for the economic analysis of business decisions; ILO 1.d The student acquires knowledge and understanding of theories and tools for the economic analysis of the market, at the level of the individual enterprise and the supply system; ILO 1.eThe student acquires knowledge and understanding of the theories and tools of statistical analysis for making market

	forecasts; ILO 1.f The student acquires advanced knowledge and understanding of models for new product development and innovation management within enterprises; ILO 1.g The student acquires advanced knowledge and understanding of business analysis tools and solutions for the development of innovations and organisational knowledge; ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations; ILO 2.c Ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context ILO 2.f Ability to evaluate the entrepreneurial potential associated with the development of an innovation by a company (learning area 2); ILO 2.g Ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise; ILO 2.h Ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the studied contexts; ILO 2.l Ability to classify, analyse specific innovations and assess their potential; ILO 2.m Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company; LO 2.n Ability to assess the potential of an innovation within existing companies compared to the creation of a new company (e.g., intrapreneurship, open innovation, etc.). ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group

	discussions and the comparison of individual analyses carried out by students in preparation for the lecture. ILO 4: COMMUNICATION SKILLS ILO 4.a Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process; ILO 4.b The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis. ILO 5: LEARNING SKILLS ILO 5.a Acquire the ability to study independently, to prepare summaries; ILO 5.b Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis; ILO 5.c Acquire the ability to frame a new problem systematically and to generate appropriate taxonomie; ILO 5.d Acquire the ability to develop general models from the phenomena studied.
Specific Educational Objectives and Learning Outcomes (additional info.)	**Knowledge and understanding** Knowledge and understanding of the market research concept, design, and process. In addition, knowledge of the most important qualitative and qualitative research methods and their areas of applications. **Applying knowledge and understanding** Applying the market research process including defining the problem, establishing research objectives, determining research design and methods of assessed data. Selecting and applying appropriate qualitative and quantitative methods for data analysis.

	Making judgments Being able to assess advantages and disadvantages of different research methods. Ability to make critical judgments including questionnaire design, sampling method, data analysis, and implications in order to achieve the research objectives. **Communication skills** Ability to describe and explain the research design and applied research methodology. Ability to present the data results and findings to specialist and non-specialist audiences clearly and unambiguously. **Learning skills** The acquired knowledge will prepare students for advanced studies in the area of marketing, business administration, management, and entrepreneurship.
Assessment	ATTENDING STUDENTS: Marketing research proposal (20%) *Group assessment (3-5 students, depending on course size) *Development of market research proposal *Development of research hypotheses and data collection framework that will be executed based on a case from a real company *MS Word file, max. 3 pages, including references (ILOs 1.c & b, 2.a-n; 3.a, 4.a & b, 5.a-d) Data collection and analysis (30%) *Group assessment (see above) *Qualitative data collection and analysis based on the chosen hypotheses of the given case *For example, short interviews with potential customers, creation of a customer journey, and development of managerial implications for the company *Final deliverable will be a class presentation with submitted extended slide deck (app. 15-20 slides) (ILOs 1.c & d-g, 2.a-n; 3.a, 4.a & b, 5.a-d) Written final exam (50%)

	*Individual written final exam based on the content from the lectures *Written exam: up to 120 minutes (ILOs 1.a-g, 2.a-n; 4.a, 5.a-d) NOTE: Project work and classroom contributions are valid for one academic year and cannot be carried over beyond that time-frame. NON-ATTENDING STUDENTS: Non-attending students do not have to do group or the individual assignments. The assessment will be based just on the more extensive WRITTEN EXAM The knowledge and the skills learned throughout the course will be assessed with a written exam (100%). (ILOs 1.a-g, 2.a-n; 4.a, 5.a-d) The final exam will cover all topics of the lectures excluding the group work. The final exam for non-attending students will last up to 120 minutes.
Evaluation Criteria	Assessment of marketing research proposal is based on the following criteria: *Relevance and clarity of topic, novelty, chosen research design, underlying logic and fit for the case. Assessment of data collection and analysis is based on the following criteria: *The overall empirical design, including questionnaire and appropriateness of chosen sample *The relationship between research questions and analysis *Creativity and quality of implications *Ability to work in a team *Critical thinking skills Assessment of written final exam is based on the following criteria: *Clarity of answers

	*Ability to identify and apply appropriate content *Underlying logic of answers *Accuracy of provided answers *Fit of answers with questions *Ability to summarize in own words General information on assessment: *During the written examinations, students are not allowed to use/consult books and/or any other teaching/learning material *Proper ethical conduct and academic honesty is expected by all students at all times. *Students are expected to produce and submit personally created academic work.
Required Readings	Lecture slides will be provided. Apart from that, required additional readings will be announced in class.
Supplementary Readings	Supplementary readings will be announced in class and provided online.
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Responsible consumption and production, Industry, innovation and infrastructure, Decent work and economic growth