



UNIVERSIDAD DE COSTA RICA  
SEDE REGIONAL DEL PACÍFICO  
BACH. INGLÉS CON FORMACIÓN EN GESTIÓN EMPRESARIAL  
COURSE PROGRAM: **MARKETING RESEARCH**  
I Semester, 2024



### General Information

**Code:** IP-0034  
**Name:** Marketing Research  
**Course type:** Theoretical  
**Credits:** 3  
**Weekly class hours:** 3  
**Weekly student independent study hours:** 6  
**Requisites:** IP-0024  
**Co Requisites:**  
**Cycle:** V-Cycle  
**Course schedule:** Saturdays from 9:00 to 12:00 p.m.

**Name:** Kerry Navarrete Padilla  
**E-mail:** [kerry.navarrete@ucr.ac.cr](mailto:kerry.navarrete@ucr.ac.cr)  
**Students' assistance schedule/office hours:** Mondays from 8:00 a.m to 12:00 p.m., 13:00 to 14:00.

### Course description

Marketing research course aims at familiarizing students with the relationship among consumer, client and public with the marketing specialist through information, which is used to identify and define marketing issues. Marketing research specifies the required information to assist aspects related to actions of marketing. In addition, it designs a method to collect data, administrates and implements the data gathering process; it analyzes and communicates its findings and implications.

The main objective in this course is to develop students' capacity to analyze and discuss concepts and fundamental tools for an adequate analysis of marketing research, so that students can know and apply the best analysis and evaluation techniques, to achieve an effective and efficient decision-making process in terms of project investment, considering financial and economical environments.

### General Information

To provide useful information in order to identify and solve different problems in the enterprises, as well as to make appropriate decisions at the precise and opportune moment.



## Specific objectives

1. To provide students with fundamental knowledge about information and marketing research technology.
2. To empower students in relation to the design of projects in marketing research.
3. To encourage analysis of obtained data in the investigation stage, in order to make favorable decisions for successful performance within the company.

## Contents

### Fundamentals of Marketing

Marketing concept and terms related to it. (Needs, wants, demands, the market offering, value, satisfaction and quality, exchange, relationships, etc.)

Segmentation, targeting, and positioning

Branding

Consumer Behavior

Marketing Mix

The 4 C model of marketing

Competitive Strategy

Digital marketing: social media marketing, social engagement (listening, influencers, online presence)

### Information and Technology of Marketing Research

Role of Marketing Investigation in Strategic Planning

The investigation process.

Problem definition, investigation objectives and ethics of marketing research.

Administration of strategic information: secondary data sources

### Marketing Research Project Design

Exploratory design: in-depth interview and focus groups.

Descriptive investigation design: survey methods and its errors.

Observation techniques

Causal design: experiments and testing markets

### Collection and capture of precise data

Sampling techniques: Probability and non-probability sampling, theory, design, and marketing investigation subjects.

Data collection methods: surveys, questionnaires, interviews and focus groups, observations and experiments.

Scale measurement of attitude, used in survey investigation.



UNIVERSIDAD DE COSTA RICA  
SEDE REGIONAL DEL PACÍFICO  
BACH. INGLÉS CON FORMACIÓN EN GESTIÓN EMPRESARIAL  
COURSE PROGRAM: **MARKETING RESEARCH**  
I Semester, 2024



Design and questionnaire subjects  
Measurements in marketing research: validity and reliability

Data preparation, analysis, and results report

Coding, editing, preparing data for analysis  
Data analysis: tests to detect significant differences.  
Data analysis: multiple variable techniques for the investigation process.  
Report preparation and presentation of marketing research.

**Methodology**

The lessons will be in charge of the instructor, who will also promote as much participation as possible from students. The students will take part actively in the construction of knowledge, in such a way that they turn into a responsible agent of the learning process. The teacher will promote didactic activities in order that the pupils recognize and value the usefulness of the contents that are learned. The professor will encourage the active participation of the students in all the activities that will be developed inside the class. This methodology is based on presentations by the professor, reading and study of assigned readings and homework. Students must read in advance the topics in order to encourage participation and discussion in class. Evaluation will carry out homework and classwork in order to evaluate acquired knowledge in the course, through assigned bibliography, as well as contents and practices developed in class. The institutional platform **Mediación Virtual** will be used to share class material, develop some practices and exercises, and hand in some evaluations.

**Evaluation**

<i>Description</i>	<i>Percentage</i>
2 exams	40% (20%each one)
Homework	10%
Classwork (In class and out-class)	10%
Final Project	25%
**Extra Online Course	15%
<b>Total:</b>	<b>100%</b>

\*\*For the extra online course students (working in groups) will choose a free online course that must be approved by the professor firstly. Once it has been approved, they will create a double entry journal to report what each session was about. The double entry journal is presented individually. After, they will carry out a workshop in which they teach something they learnt from the online course, and develop some activities to practice. The workshop is done in groups. This will be a project worked



UNIVERSIDAD DE COSTA RICA  
SEDE REGIONAL DEL PACÍFICO  
BACH. INGLÉS CON FORMACIÓN EN GESTIÓN EMPRESARIAL  
COURSE PROGRAM: **MARKETING RESEARCH**  
I Semester, 2024



together with other courses. The detailed information will be provided. (4 groups of 4 members / 2 groups of 3 members)

## **Bibliography**

### **Course textbook**

Hair, J., Bush, R., Ortinau, D. (2003). *Marketing Research: Within a Changing Information Environment*. 2nd ed. New York: Mc Graw Hill.

### **Complementary textbooks**

Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2005). *Principles of Marketing*. 4<sup>th</sup> ed. Essex: Pearson Education Limited

Stone, M., Desmond, J. (2007). *Fundamentals of Marketing*. London: Routledge.

Shukla, P. (2008). *Essentials of Marketing Research*. Bookboon.com

## **References**

Chisnall, Peter (1996). *La Esencia de la Investigación de Mercados*. México: Prentice Hall.

Benassini, Marcela (2001). *Introducción a la Investigación de Mercados*. México: Pearson Education.

Uribe, José Ignacio (2005). *Contabilidad Financiera, Introducción*. México: Prentice Hall

Orozco, Arturo (1999). *Investigación de Mercados: Concepto y Práctica*. Barcelona: Norma



UNIVERSIDAD DE COSTA RICA  
SEDE REGIONAL DEL PACÍFICO  
BACH. INGLÉS CON FORMACIÓN EN GESTIÓN EMPRESARIAL  
COURSE PROGRAM: **MARKETING RESEARCH**  
I Semester, 2024  
**Timetable**



Week	Date	Activity/ Content	Evaluations
1	Mar 16 <sup>th</sup>	Introductory activities / Course syllabus discussion  <b>Content 1:</b> Fundamentals of Marketing (Marketing concept and terms related to it/ Segmentation, targeting, and positioning) <b>Kotler Chapter 1</b> pp. 39-45, 49-51, 66-67 <b>Chapter 10</b> pp.426-428, 433-443.	
2	Mar 23 <sup>rd</sup>	<b>Content 1:</b> Fundamentals of Marketing (Branding, Marketing Mix, Competitive Strategy) <b>Kotler Chapter 1</b> pp. 68-70 /	
3	Mar 30 <sup>th</sup>	<b>Holy Week</b>	
4	Apr 6 <sup>th</sup>	<b>Content 1:</b> Fundamentals of Marketing (Branding) <b>Stone chapter 7</b> 228-231 /  <b>Consumer behavior reading</b> 3-8, 14-20  Buyer persona	<b>Classwork 1</b> <b>5%</b>
5	Apr 13 <sup>th</sup>	<b>Content 1:</b> The 4 C model of marketing. Digital marketing.  <b>Color Theory Talk</b>	<b>Homework 1</b> <b>5%</b>
6	Apr 20 <sup>th</sup>	<b>Content 2:</b> Information and Technology of Marketing. Role of Marketing Investigation in Strategic Planning. The investigation process, Problem definition, objectives, administration of strategy information. <b>Hair Chapter 1:</b> 27-38 <b>Hair Chapter 2</b>	<b>Workshop</b> <b>Group 1</b>
7	Apr 27 <sup>th</sup>	<b>Content 3:</b> Marketing Investigation Project Design. Exploratory Design <b>Hair Chapter 8</b> <b>SEMANA U</b>	
8	May 4 <sup>th</sup>	<b>Content 3:</b> Marketing Investigation Project Design. Descriptive Design. <b>Hair Chapter 9</b>	<b>Workshop</b> <b>Group 2</b>
9	May 11 <sup>th</sup>	<b>I EXAM</b>	<b>Midterm exam</b> <b>25%</b>
10	May 18 <sup>th</sup>	<b>Content 3:</b> Marketing Investigation Project Design. Causal Design.  <b>Hair Chapter 10</b>	<b>Classwork 2</b> <b>5%</b>  <b>Workshop</b> <b>Group 3</b>



UNIVERSIDAD DE COSTA RICA  
SEDE REGIONAL DEL PACÍFICO  
BACH. INGLÉS CON FORMACIÓN EN GESTIÓN EMPRESARIAL  
COURSE PROGRAM: **MARKETING RESEARCH**  
I Semester, 2024



<b>11</b>	May 25 <sup>th</sup>	Group work meetings	<b>Final project draft 5%</b>
<b>12</b>	Jun 1 <sup>st</sup>	<b>Content 4:</b> Collection and Capture of Precise Data. <b>Hair Chapter 11</b>	<b>Workshop Group 4</b>
<b>13</b>	Jun 8 <sup>th</sup>	<b>Content 4:</b> Collection and Capture of Precise Data. <b>Hair Chapter 11</b>	<b>Workshop Group 5</b>
<b>14</b>	Jun 15 <sup>th</sup>	<b>Content 5:</b> Data Preparation, Analysis and Results Report <b>Hair Chapter 15</b>	<b>Workshop Group 6 Homework 2 5%</b>
<b>15</b>	Jun 22 nd	<b>II Exam</b>	<b>Final Exam 20%</b>
<b>16</b>	Jun 29 <sup>nd</sup>	<b>Final Project Presentation IFGE TALKS</b>	<b>Final Project 15% IFGE Talks 5%</b>
	Jul 6 <sup>th</sup>	<b>Grades</b>	
<b>17</b>	Jul 13th	<b>Ampliación</b>	

Note: Slight changes may occur to this timetable, in that case, the student is responsible to take notes when the professor indicates any change.





# REGLAMENTO DE LA UNIVERSIDAD DE COSTA RICA EN CONTRA DEL **HOSTIGAMIENTO SEXUAL**

Conducta de naturaleza sexual indeseada por quien la recibe

## MANIFESTACIONES

**No verbales:** miradas intrusivas, sonidos, silbidos, dibujos.  
**Verbales:** piropos, comentarios sexualizados, invitaciones insistentes a salir, propuestas sexuales.  
**Escritas:** fotografías, imágenes, mensajes, correos.  
**Físicas:** Toqueteos, abrazos, besos, otras manifestaciones.

## SE PUEDE APLICAR A

Cualquier persona que forme parte de la comunidad universitaria, integrada por personal docente, administrativo y la población estudiantil. Y quienes posean relaciones contractuales, no laborales, con la Universidad de Costa Rica (servicios profesionales, subcontratación, convenios, intercambios).

## PROCESO DE DENUNCIA

Proceso interno de la comisión instructora

Audiencia: declaración de las partes

Comisión instructora emite informe final

## DENUNCIAR ANTE

la Defensoría contra el Hostigamiento Sexual.

Se puede hacer de manera presencial en la Oficina de la Comisión Institucional Contra el HS o por correo

- La denuncia debe hacerla la **persona afectada**
- **Dos años** plazo a partir del ultimo hecho de HS
- Debe aportar **pruebas**

[equipocontrahostigamientosexual@ucr.ac.cr](mailto:equipocontrahostigamientosexual@ucr.ac.cr)



**SRP** Sede Regional del Pacífico



Reglamento de la Universidad de Costa Rica en Contra del Hostigamiento Sexual