

<b>POLI</b> ESCOLA SUPERIOR TECNOLOGIA GESTÃO <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.013.03
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<i>Course</i>	<b>Marketing and Communication</b>					
<i>Subject</i>	<b>Marketing Research Methodologies</b>					
<i>Academic year</i>	2022/2023	<i>Curricular year</i>	1st	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 140	Contact: 45	<i>ECTS</i>	5
<i>Professor(s)</i>	PhD Vítor Gabriel					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i> PhD Amândio Baía					

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

1. Learn the concepts of the nature of empirical research;
2. Learn the methods of data collection and database construction, database Marketing;
3. Motivate to use IT and mathematical tools in decision support in Marketing;
4. Apply these techniques to Marketing problems.

### 2. PROGRAMME

1. The nature of the empirical research
2. The methods of data collection. database marketing and related concepts
3. Decision systems in marketing
  - 3.1 Creating a Data File for Statistical Analysis
  - 3.2 The Nature of Statistical Analysis. The Role of Statistical Inference in Decision Making: Sampling and Hypothesis Testing
  - 3.3 Treatment of Data to Eliminate Redundancy: Principal Components Analysis
  - 3.4 Segmentation Techniques: Cluster Analysis
  - 3.5 Consumer Behavior Prediction Models: Discriminant Analysis

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Taking into account that it is intended that the student acquires knowledge and skills in the area of research methodologies, the UC program includes programmatic content relating to methods and statistical techniques of research in marketing.

At the end the student should be able to develop work on data collection, processing and analysis.

### 4. MAIN BIBLIOGRAPHY

Carvalho, H. (2017) Análise Multivariada de Dados Qualitativos – Utilização da ACM com o SPSS. Edições Sílabo.

Fortin, M.; Côte, J.; Filion, F. (2009). Fundamentos e Etapas do Processo de Investigação. Lusodidacta.

Gaspar, F. (2018). A Era do Comércio Livre. Edições Sílabo.

Hill, M.; Hill, A. (2012). Investigação por Questionário. Edições Sílabo.

Hugues, A. (2012). Strategic Database Marketing. McGrawHill.

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Laureano, R.; Botelho M. (2017). Testes de Hipóteses com o SPSS – o Meu Manual de Consulta Rápida. Edições Sílabo.

Linoff, G.; Berry, M. (2011). Data Mining: For Marketing, Sales and Customer Relationship Management. Wiley.

Maroco, J. (2018). Análise Estatística com o SPSS Statistics. Pêro Pinheiro.

Miller, T. (2005). Data and Text Mining: A Business Application Approach. Prentice Hall.

Park, C.; Park, Y.; Schweidel, D. (2018). The effects of mobile promotions on customer purchase dynamics. *International Journal of Research in Marketing*, 35 (3), 453-470.

Pestana, Mari.; Gageiro, J. (2014). Análise de Dados para Ciências Sociais: A complementaridade do SPSS. Edições Sílabo.

Rud, O. (2001). Data Mining Cookbook: Modeling Data for Marketing. Risk and Customer Relationship Management. Wiley.

Sampieri, R.; Collado, C.; Lucio, P. (2006) Metodologias de Pesquisa, NY, McGrawHill. Software: MS-Excel;SPSS.

VanMeter, R., Syrdal, H., Mantel, S., Grisaffe, D.; Nessen, E. (2018). "Don't Just "Like" Me, Promote Me: How Attachment and Attitude Influence Brand Related Behaviors on Social Media, *Journal of Interactive Marketing*, 43, 83-97.

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

### Teaching Methodologies:

Theoretical-practical expository method with use of audiovisual aids;  
Case studies;  
Realization of field work;  
Use of information technology for learning;  
Provision of e-learning content.

### Evaluation rules:

Continuous assessment: Assessment through group work with presentation and defense (20% presentation and discussion; 80% written work).  
Students who do not obtain approval by attendance will be admitted to a final exam.

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To achieve the proposed objectives, the methodology in the curricular unit is based on principles of theoretical-practical and tutorial training.

The methods and teaching techniques to be applied during the sessions will be: Affirmative method with interconnection between the expository and demonstrative technique; Method of case studies to develop critical capacity of the student, being the teacher responsible for the reinforcement of learning and coordination of the various actions and simulation tasks with databases on consumer behavior; Method of tutorial guidance that will allow a consolidation of knowledge and skills of students.

## 7. ATTENDANCE

Not applicable

## 8. CONTACTS AND OFFICE HOURS

Vítor Gabriel (vigab@ipg.pt); Telefone:271220120; Gabinete: 17 Voip 1217  
Horário de atendimento: 2ªfeira: 14:00-16:00m; 3ªfeira: 9:00-10.00 e 11:00-12:00.

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## 9. OTHERS

### DATE

Outubro/2022

Clique

### SIGNATURES

*Professor(s), Area/Group Coordinator or Head of Department signatures*

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