

MARKET RESEARCH AND TECHNIQUES DEGREE

ACADEMIC YEAR 2007/2008

Degree Market Research and Techniques

Centre Faculty of Economics
Campus de Cantoblanco
28049 – Madrid
Phone: 914974300
[Web page](#)

Academic Credits 150 (and Complements of Education)

2nd cycle only

Total Credits	Compulsory Credits	Optional Credits	Free Election Credits	Total
Second Cycle	108	24	18	150
Total	108	24	18	150

Third Course	Compulsory Credits 60	Optional Credits -	Free Election Credits 18**
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Code	Subject	Type	Credits	Semester
12947	Marketing I : Principles	(Tr)	6	1
12948	Marketing Research I: Design, Collection and Basic Analysis	(Tr)	6	1
12949	Statistical Techniques Applied to Market Research I	(Tr)	6	1
12950	Business Organization	(Tr)	6	1
12951	Spanish Economy	(Tr)	6	1
12952	Financial Management	(Tr)	6	2
12953	Theory of Prices	(Ob)	6	2
12954	Marketing II : Management	(Tr)	6	2
12955	Marketing Research II: Multivariate Analysis	(Tr)	6	2
12956	Statistical Techniques Applied to Market Research II	(Tr)	6	2

Fourth Course	Compulsory Credits 48	Optional Credits 24	Free Election Credits 18**
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Code	Subject	Type	Credits	Semester
12957	Marketing III: Strategy	(Tr)	6	1
12958	Consumer Behaviour	(Tr)	6	1
14695	Commercial Distribution I: Channels	(Ob)	6	1
14697	Business Communication	(Ob)	6	1
12959	Legal Regime of the Market	(Ob)	6	2
12963	Marketing IV: Business Strategy	(Tr)	6	2
14696	Commercial Distribution I: Retailing	(Ob)	6	2
14698	Sales Forecast	(Ob)	6	2

(Tr): Troncal = Compulsory Credits
 (Ob): Obligatorio = Compulsory Credits
 (Op): Optativo = Optional Credits

Optional Subjects Offer

Code	Subject	Credits	Semester	Departments
14699	International Marketing	6	2	Financing and Marketing Research
14700	Sales Management	6	1	
14702	Services Marketing	6	1	
14704	New Product Development and Innovation	6	2	
14705	Marketing Models	6	2	
14706	Industrial Marketing	6	1	
14701	Computer Science Applied to Business Management	6	1	Applied Economics
14703	Public Opinion Research	6	2	Sociology

Seminars Offer

Seminar on Present Topics about Marketing and Market Research

Code	Subject	Credits	Semester	Departments
4707	86.-Research Applied to Marketing	6	1	Financing and Marketing Research
14707	87.-Internet Marketing and Trends Marketing	6	2	Financing and Marketing Research