



universidad
de león

Educational guide

	IDENTIFYING DATA				2016_17
Subject	INTERNATIONAL MARKET RESEARCH				Code 00512021
Study programme	GRADO EN COMERCIO INTERNACIONAL				
Descriptors	Credit.	Type	Year	Period	
	6	Compulsory	Third	First	
Language	Ingles				
Prerequisites					
Department	DIREC.Y ECONOMIA DE LA EMPRESA				
Coordinador	ALAEZ PONS , DAVID			E-mail	dalap@unileon.es mcrodsa@unileon.es
Lecturers	RODRÍGUEZ SANTOS , MARÍA CARMEN ALAEZ PONS , DAVID				
Web	http://				

General description

Tribunal titular		
Cargo	Departamento	Profesor
Presidente	DIREC.Y ECONOMIA DE LA EMPRESA	SULE ALONSO , MARIA ARANZAZU
Secretario	DIREC.Y ECONOMIA DE LA EMPRESA	GONZALEZ FERNANDEZ , ANA MARIA
Vocal	DIREC.Y ECONOMIA DE LA EMPRESA	GUTIERREZ RODRIGUEZ , PABLO
Tribunal suplente		
Cargo	Departamento	Profesor
Presidente	DIREC.Y ECONOMIA DE LA EMPRESA	VAZQUEZ BURGUETE , JOSE LUIS
Secretario	DIREC.Y ECONOMIA DE LA EMPRESA	CERVANTES BLANCO , MIGUEL FRANCISCO
Vocal	DIREC.Y ECONOMIA DE LA EMPRESA	MUÑIZ MARTINEZ , NORBERTO

Tribunales de Revisión

Competencias
Code
A6368
A6369
A6385
A6462
A6466
A6522
A6523
A6588
A6628
B780
B787
B792
B796
B798
B799
C2
C3
C4

Learning aims		
Competences		
A6588	B792	C2
A6522	B780	C2
A6462	B780	C2
A6466		
A6385	B799	C4
A6368	B787	C3
A6369		
A6523	B798	C2
A6628	B796	C4

Contents	
Topic	Sub-topic

Planning
Methodologies :: Tests

	Class hours	Hours outside the classroom	Total hours
Case study	15	22	37
.....			
Assignments	0	6	6
Seminars	4	12	16
Personal tuition	4	2	6
.....			
Lecture	30	45	75
.....			
Mixed tests	2	8	10

(*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies ::

Description
Case study
Assignments
Seminars
Personal tuition
Lecture

Personalized attention

Description
Personal tuition

Assessment

Description	Qualification
Assignments	30%
Mixed tests	60%

Other comments and second call

Sources of information

Basic	<ul style="list-style-type: none"> ■ Craig, S. y Douglas, S., International Market Research, Wiley, 2009 ■ KUMAR, V., International Market Research, Prentice Hall, 1999 ■ Schmidt y Hollensen, International Marketing Research: An International Approach, Financial Times/ Prentice Hall, 2006
Complementary	<ul style="list-style-type: none"> ■ CATEORA, P. y GRAHAM, J. L., Marketing internacional, Irwin-McGraw-Hill, 2001

Recommendations