

5.0 credits	30.0 h	1q
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Teacher(s) :	Kestemont Marie-Paule ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<p>Present the sequence of interrelated stages of the market research process. (this involves the diagnosis of information needs, the gathering of reliable data and their analysis in order to help marketing to make sound decisions.</p> <p>Themes</p> <p>Designing the market study, exploratory research, descriptive research (including bi-variate methods) introduction to causal research</p>
Aims :	<p>At the end of the class, students must be able to design, to carry out and to interpret in a rational and critical manner a market study based on qualitative and mainly quantitative surveys.</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Content :	<p>Summary</p> <p>" Summary and content " see " scope " above and " methods " see " methods " below</p> <p>Content</p> <p>See "scope" above</p> <p>Methods</p> <p>In-class activities</p> <ul style="list-style-type: none"> - Lectures - Exercices/PT <p>At home activities</p> <ul style="list-style-type: none"> - Paper work
Other infos :	<p>Prerequisites Basic Marketing</p> <p>Evaluation : Class participation and oral examination (in French or English)</p> <p>Support : Textbook recommended and slides provided through iCampus</p> <p>References : Provided during the class</p> <p>Pedagogic team : Professor's weekly open door</p> <p>Other : -</p> <p>Internationalisation</p> <ul style="list-style-type: none"> - international content - international case study <p>Corporate features</p> <ul style="list-style-type: none"> - conference - case study <p>Techniques and tools for teaching and learning</p> <ul style="list-style-type: none"> - IT tools - quantitative methods - qualitative methods - other : statistics <p>Techniques</p> <ul style="list-style-type: none"> - outils informatiques - méthodes quantitatives - méthodes qualitatives - autre : statistiques

<p>Cycle and year of study :</p>	<p> > Master [120] in Management > Master 120 of arts in Business engineering > Master 120 in Management > Master [120] in Business Engineering > Master [120] in Statistics: General </p>
<p>Faculty or entity in charge:</p>	<p>CLSM</p>