

5.0 credits

30.0 h

Teacher(s) :	Friedman Michael ;
Language :	Français
Place of the course	Mons
Prerequisites :	-- GEHD1316 ' Strategic and Operational Marketing -- QAHD1325 ' Management mathematics -- QAHD1327 ' Statistical methods in management
Main themes :	"Basic methods for obtaining primary data. The survey ' execution stages ' types of questionnaires according to the structure and the concealed nature. The observation Sampling market segments: non-random versus probability. "Secondary data: sources and exploitation. "Data analysis in marketing.
Aims :	On completion of this course, students must be familiar with the stages of market research, from the formulation of the problem to the presentation and interpretation of results, through the definition of the population, sample selection, the choice of the data collection method, the actual data collection, data analysis and the final report. <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>
Evaluation methods :	-- Written examination -- Evaluation of cases.
Teaching methods :	-- Lectures -- Case studies -- Professional feedback
Bibliography :	-- IACOBUCCI D., CHURCHILL G.A. (2004), Marketing Research, 9th ed., South'Western. -- EVRARD Y., PRAS B., ROUX E. (2003) Market :Etudes et Recherches en Marketing, 3rd ed., Dunod.
Cycle and year of study :	> Master [60] in Management (shift schedule) > Master [120] in Management (shift schedule)
Faculty or entity in charge:	BLSM