

5.0 credits	30.0 h	2q
-------------	--------	----

Teacher(s) :	Kestemont Marie-Paule ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Design a study, final presentation Themes : Analyse discriminante, analyse factorielle, analyse typologique, analyse multidimensionnelle des similarités, analyse conjointe
Aims :	Drive a full market study including multivariate techniques and advanced methods. <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>
Content :	<p>Summary, content and methods " Summary and content " see " scope " above and " methods " see " methods " below</p> <p>Content See "scope" above</p> <p>Methods In-class activities - Lectures - Micro-teaching (partly presented by students) - Exercices/PT - Project based learning - other: survey</p> <p>At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work - Students presentation</p>
Other infos :	<p>Prerequisites Basic Marketing, Market Research n°1 (LSMS2000) Evaluation : Case studies preparation (group and/or individual) Support : Textbook recommended and slides & cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : -</p> <p>Internationalisation - international content - international case study</p> <p>Corporate features - case study - other : survey</p> <p>Techniques and tools for teaching and learning - IT tools - modelling - quantitative methods - qualitative methods - mathematics - other : statistics</p>

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