UCL Université catholique de Louvain

MGEHD2132
2014-2015

Etudes de marché

6.0 credits	30.0 h + 0.0 h	1q

Teacher(s) :	Friedman Michael ;
Language :	Français
Place of the course	Mons
Main themes :	Market research occupies an important place in the decision making process for many companies. The goal of this course is to give a comprehensive overview of the market research process, from start to finish. Emphasis will be given to the role of methodological concerns in the development and execution of market research studies. In this course, a number of different topics will be discussed, following the different steps of the market research process: * Identification of the need for market research and identification of the marketing problem * Establishment of the research objectives * Choice of the optimal research design for the problem under study * Choice of the methodology to obtain the necessary data information * Developing questions and designing a questionnaire * Sampling in market research * Preparation and presentation of the final report
Aims :	At the end of this course, the student will be able to: * Identify and define a marketing problem relevant for a market research study. * Compare and contrast different research designs; determine which design is appropriate for which problem(s) * Evaluate and identify the different methods for collecting the necessary information to solve a marketing problem. * Determine an appropriate methodology for the study of a given marketing problem; clearly and comprehensively argue for and defend one's methodological choices. * Design and create questions for a questionnaire. * Plan a complete methodological framework for a market research study to address a given marketing problem. *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".*
Cycle and year of study :	> Master [120] in Management (shift schedule) > Master [60] in Management (shift schedule)
Faculty or entity in charge:	BLSM