UCL Université catholique de Louvain

LLSMS2005

2015-2016

Advanced research methods in Marketing (in French)

5.0 credits	30.0 h	2q

Teacher(s) :	Kestemont Marie-Paule ; Leys Christophe (compensates 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. *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".*
Content :	Summary, content and methods " Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures - Micro-teaching (partly presented by students) - Exercices/PT - Project based learning - other: survey At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work - Students presentation
Other infos :	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 : - Internationalisation - international content - international case study Corporate features - case study - other : survey Techniques and tools for teaching and learning - IT tools - modelling - quantitative methods - qualitative methods - mathematics - other : statistics
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Statistics: General	STAT2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Management	GEST2M	5	-	