UCL Université catholique de Louvain

MGEST2128

2015-2016

Méthodes et modèles en marketing

5.0 credits	30.0 h + 0.0 h	2q

Teacher(s) :	Ducarroz Caroline ; Pecheux Claude ;
Language :	Français
Place of the course	Mons
Main themes :	This course covers rational approaches to decision-making in marketing. The focus is on the methods and tools available for the collection and/or processing of data: qualitative methods versus quantitative methods; verbal and non-verbal methods; observation techniques and particularly experimentation; sampling issues; measurement issues. "Advanced" concepts, models and methods are also reviewed, in order to define, formulate, analyse and solve marketing problems.
Aims :	On completion of this course, students should have a complete set of methods and tools for the collection and analysis of relevant primary and secondary data. *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".*
Evaluation methods :	Written examination
Teaching methods :	' Lectures ' Problem-based learning ' Case studies
Bibliography :	- CHURCHILL G., IACOBUCCI D. (2009), Marketing Research: Methodological Foundations, 10th ed., South-Western. - EVRARD Y., PRAS B., ROUX E., DESMET P. (2009), Market. Fondements et méthodes des Recherches en Marketing, 4th ed., Dunod. - KERLINGER F., LEE H. (1999), Foundations of Behavioral Research, 4th ed., Wadsworth.
Faculty or entity in charge:	BLSM

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