





5 crédits	30.0 h	Q1
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Enseignants	Swaen Valérie ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	Marketing de base
Thèmes abordés	Present the sequence of interrelated stages of the market research process. (this involves the diagnosis of information needs, the gathering of reliable data and their analysis in order to help marketing to make sound decisions. Themes Designing the market study, exploratory research, descriptive research (including bi-variate methods) introduction to causal research
Acquis d'apprentissage	<p><b>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</b></p> <ul style="list-style-type: none"> <li>• 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2. Decide and act by incorporating ethical and humanistic values , ' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 2.5. Contribute to the development and advancement of the management field.</li> <li>3. A scientific and systematic approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3. Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5. Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 7. Project management 7.1. Analyse a project within its environment and define the expected outcomes' 7.2. Organize, manage and control the process, ' 7.3. Make decisions and take responsibility for them in an uncertain world ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 9. Personal and professional development 9.1. Independent self-starter ' 9.2. Self-awareness and self-control ' 9.3. Self-motivation' 9.4. Quick study, lifelong learner ' </li> </ul> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p><b>Continuous evaluation</b></p> <ul style="list-style-type: none"> <li>• Date: Last course</li> <li>• Type of evaluation: Group work</li> <li>• Comments: formative QCM, practical exercises</li> </ul> <p><b>Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: No</li> <li>• Unavailability or comments: No</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: 2 hours</li> <li>• Unavailability or comments: Not available until January 8th. In case of failed, the student represents the missed part: either the written exam, or the work alone or in a group.</li> </ul>
Méthodes d'enseignement	In-class activities - Lectures - Exercices/PT At home activities - Paper work
Contenu	Summary " Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures - Exercices/PT At home activities - Paper work

Bibliographie	: SLIDES compulsory and available on line . BOOK : Malhotra not compulsory Supports available on line are on ICAMPUS. : No TEXTBOOK. . BOOK : MALHOTRA Naresh, Etudes marketing avec SPSS, Pearson Education. not compulsory. No reading file. Supports available on line are on ICAMPUS.
Autres infos	Pedagogic team : Professor s weekly open door Internationalisation - international content - international case study Corporate features - conference - case study
Faculté ou entité en charge:	CLSM

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		
Master [120] en ingénieur de gestion	INGE2M	5		
Master [120] en statistiques, orientation générale	STAT2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en ingénieur de gestion	INGM2M	5		