


6 credits	30.0 h	Q1
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Teacher(s)	Ducarroz Caroline ;Poncin Ingrid ;Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Prerequisites	Basic marketing Market research notions <i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Main themes	<p>Introduction</p> <ul style="list-style-type: none"> - Analysing and knowing your market * Principal Component Analysis (PCA) * Development of a measurement instrument in marketing * Internet : specific methodologies - Choosing and maintaining your positioning * Brand image study à" Dual method * MDS and perceptual maps - Anticipating your performance * Laboratory experimentation * Field experimentation * ANOVA - Evaluating your performance * Panel data analysis * Simple Regression * Multiple Regression - Re-thinking your product\your positioning * Discriminant analysis * Typologicalcluster analysis * Conjoint analysis
Aims	<p>Identify the methods (quantitative or qualitative) to give the right answer to managerial problem</p> <p>Relate the different methods and models to the key decisions in the marketing process</p> <p>Define the different constructs variables and modelize the construct relationships</p> <p>Demonstrate the ability to implement each step of the different methods and the statistical and econometric mechanisms</p> <p>1 Analyse collected data</p> <p>Use an advanced data analysis software to implement a statistical or econometric method</p> <p>Interpret and discuss the results obtained thanks to qualitative or quantitative methods</p> <p>Give adapted and argued managerial recommendations based on the obtained results using a method</p> <p>-----</p> <p><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></p>

<p>Evaluation methods</p>	<p>The students' assessment will be made up of two parts: (1) a continuous assessment based on a project to be carried out in group and summarized in a written report (active participation during the course sessions is recommended and participation to the hands-on sessions is mandatory) and (2) a final written examination.</p> <ul style="list-style-type: none"> - Written examination - Individual and group work
<p>Bibliography</p>	<p>BRUNER II G., (2009, 2012), Marketing Handbook Scales, Vol 5 et Vol 6, http://www.marketingscales.com CHARRY K., COUSSEMENT K., DEMOULIN N., HEUVINCK N., (2016), Marketing Research with IBM SPSS Statistics, 978-1-4724-7745-3 , Routledge, London, 264 pages MALHOTRA N., (2011), Etudes Marketing, Pearson HAHN C. & MACE S. (2012), Méthodes statistiques appliquées au management, Pearson CARRICANO M., POUJOL F. & BERTRANDIAS L. (2010), Analyse de données avec SPSS, Pearson</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management (shift schedule)	GEHM2M	6	MGEHD2135	
Master [120] in Management (shift schedule)	GEHC2M	6	MGEHC2135	