UCLouvain	llsms2000 *2019*	Marketing Research

Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant·es aux étudiant·es.

5 crédits	30.0 h	Q1

Enseignants	Steils Nadia ;
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 sake sound decisions. Themes Designing the market study, exploratory research, descriptive research (including bi-variate methods) introduction to causal research
Acquis d'apprentissage	**Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:** 1 • 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 man- agement field. 3. A scientific and systematif 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 ' - - - - *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) ».*
Modes d'évaluation des acquis des étudiants	**En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.** The assessment of your performance will be composed of the following elements: • **Individual written exam to assess the acquisition of knowledge (40%)** The written exam will cover all the sessions (theoretical and practical classes). It will include multiple choice questions and open questions. The objective of the exam is to estimate the quality of the knowledge and critical perspectives with respect to the courses on one hand and on the other hand to estimate the capacity to apply concretely concepts taught. • **Written reports by group of 5 students (60%)** Students will prepare a full research report to answer a specific managerial problem: develop research questions; collect and analyze qualitative data, define core constructs; hypotheses and quantitative data collection method. They identify adapted statistical methods, interpret the results and propose marketing recommendations.
Méthodes d'enseignement	**En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.** The format is based on active learning and includes lectures and group works. In order to put the theory into practice, students will be asked to develop a group project throughout the span of the course.
Contenu	1. Introduction to marketing research: Defining the marketing research problem and planning the research process 2. Types of research designs (exploratory, descriptive, and causal research designs)

	3. Qualitative research methods :

	1. Qualitative vs. quantitative research methods
	    2. Qualitative research types and data collection methods
	    3. Interview guide
	    4. Data analysis and reporting
	4. Quantitative research methods :

	1. Quantitative data collection methods
	    2. Questionnaire, measurement and scaling
	    3. Sampling design and procedures
	5. Statistical data analyses: Techniques, conditions of application, SPSS training, results interpretation and reporting.
	6. Data reporting: How to write a marketing research report

Bibliographie	• SLIDES are available online (Moodle): compulsory • BOOK: MALHOTRA Naresh et al., Marketing Research: An applied approach, Pearson Education OR MALHOTRA Naresh, Etudes marketing avec SPSS, Pearson Education: not compulsory. • ADDITITIONAL SUPPORTS related to the course are available on Moodle or provided during class.
Autres infos	At the end of this course, the student must be able to conceive and carry out, in a scientific way, a qualitative and quantitative market study. In particular, the learning outcomes of the course are: • Integration of knowledge and skills of a market analyst • Fundamental techniques of marketing research • Choice of the most relevant study technique(s) • Mastery of all stages of the research process • Understanding of validity criteria • Using SPSS • Linking theoretical and methodological knowledge and methods
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] : ingénieur de gestion	INGE2M	5		🔍
Master [120] : ingénieur de gestion	INGM2M	5		🔍
Master [60] en sciences de gestion	GESM2M1	5		🔍
Master [120] en statistique, orientation générale	STAT2M	5		🔍
Master [120] en sciences de gestion	GEST2M	5		🔍
Master [120] en sciences de gestion	GESM2M	5		🔍