llsms2024

2019

Marketing Studies

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1

Teacher(s)	Pleyers Gordy ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	Marketing success largely lies on the ability to examine and predict how targeted consumers will react to marketing concepts (e.g. brands, products, services, advertisements '). This course covers two fundamental approaches to analyze consumers' reactions to such concepts.These two approaches are highly valuable for **guiding crucial marketing and communication decisions**. **Qualitative methods**(e.g. in depth interviews, focus groups') reveal consumers' perceptions and deeper motivations. They allow you to overcome limits such as self-awareness or social pressure. Qualitative methods are also a valuable way to bring about creative ideas and solutions. **Quantitative methods**typically consist of using a very structured questionnaire to interview a representative sample of consumers with regard to a concept (e.g. product, service, company, advertisement, point of sale, etc.). This method allows for collecting a large range of inputs regarding the knowledge, attitudes, or preferences that a target population has or will have. This course aims at teaching how to manage (or evaluate) the different stages involved in a marketing study.It also provides many practical insights to illustrate how marketing studies are carried out in the **world of companies and market research agencies** given the practical constraints and issues that may arise. Overall, this course will prepare students for a potential career in market studies ' for example in marketing agencies, in major companies (that have an internal marketing department), or in public organizations.
Aims	• Mastering knowledge (2.1, 2.2, 2.4) • Applying a scientific approach (3.1, 3.2, 3.4, 3.5) • Managing teamwork (6.1) • Communicating (8.1) **Students will able to :** 1 • Understand the qualitative and quantitative approaches (basics, advantages, limitations, etc.), as well as their complementarity with regard to other approaches. • Consider the relevance of a qualitative or quantitative approach in the context of a specific marketing issue. • Define the most appropriate qualitative or quantitative approach, in respect of the aim and context of a study. • Convert the results of a qualitative or quantitative study into valuable guidelines for marketing decisions and strategies. - - - - *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	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Individual exam (understanding of the main concepts). Group work (conducting a market study).
Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Lectures on theoretical/methodological inputs (with practical illustrations), case studies, scientific articles.
Content	1) Introductory elements: Preliminary chapters allowing for a global understanding of "marketing/consumer studies" and of main approaches that can be used. 2) Qualitative approach: * Main qualitative methods (individual- or group-based): methodological elements, complementarity in respect of other methods, integration within the marketing research process, etc.

	* Advantages and disadvantages of the different qualitative methods, in order to be able to define the most relevant method in the context of a specific research project.
	3) <u>Quantitative approach</u>:
	* Process and skills to manage the different steps involved in a quantitative study: research hypotheses, data collection method, questionnaire, study sample, data collection management, data processing.
	* Quantitative data analysis: Basic statistical tools for analyzing the results and converting them into conclusions and managerial implications: descriptive statistics, graphical representation, analysis of differences and links among the results (e.g. Anovas, correlations, regressions).
Bibliography	**Support de cours** • Slides (Moodle). • Scientific articles and books.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	GESM2M1	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] in Management	GESM2M	5		🔍