



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.

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| 6 credits | 30.0 h | Q1 |
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| Teacher(s) | Poncin Ingrid ;Sinigaglia Nadia ;Sinigaglia Nadia (compensates Poncin Ingrid) ; |
| 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 | Introduction - 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>Competencies</p> <p>Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion and Ingénieur de Gestion, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • 2. Knowledge and reasoning • 3. Scientific and systematic approach • 6. Teamwork and leadership • 7. Project management <p>Learning outcomes</p> <p>1</p> <ul style="list-style-type: none"> • Identify the methods (quantitative or qualitative) to give the right answer to managerial problem • Relate the different methods and models to the key decisions in the marketing process • Define the different constructs variables and modelize the construct relationships • Demonstrate the ability to implement each step of the different methods and the statistical and econometric mechanisms • Analyse collected data • Use an advanced data analysis software to implement a statistical or econometric method • Interpret and discuss the results obtained thanks to qualitative or quantitative methods • Give adapted and argued managerial recommendations based on the obtained results using a method <p>----</p> |

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| | <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> |
| Evaluation methods | <p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</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>In case the student fails the course, only the "written exam" part can be improved (the grade linked to the group project cannot be improved).</p> |
| Bibliography | <p>BRUNER II G., (2009, 2012, 2015, 2016, 2017, 2019), Marketing Handbook Scales, Vol 5, Vol 6, Vol 7, Vol 8, Vol 9, Vol 10, http://www.marketingscales.com</p> <p>CHARRY K., COUSSEMENT K., DEMOULIN N., HEUVINCK N., (2016), <i>Marketing Research with IBM SPSS Statistics</i>, 978-1-4724-7745-3 , Routledge, London, 264 pages</p> <p>MALHOTRA N., DECAUDIN J.M., BOUGUERRA A., BORIES D. (2014), <i>Etudes Marketing</i>, 6ème Edition, Pearson</p> <p>HAHN C. & MACE S. (2012), <i>Méthodes statistiques appliquées au management</i>, Pearson</p> <p>CARRICANO M., POUJOL F. & BERTRANDIAS L. (2010), <i>Analyse de données avec SPSS</i>, Pearson</p> |
| Faculty or entity in charge | CLSM |

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