





Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q1
-----------	--------	----

Teacher(s)	Pleyers Gordy ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>Marketing success largely lies on the ability to examine how targeted consumers (would) react to marketing concepts (e.g. brands, companies, products, services, advertisements, ideas) in order to guide crucial decisions to be made. This course focuses on conducting marketing research to successfully address this fundamental issue.</p> <p>Marketing success largely lies on the ability to examine how targeted consumers (would) react to marketing concepts (e.g. brands, companies, products, services, advertisements, ideas) in order to guide crucial decisions to be made. This course focuses on conducting marketing research to successfully address this fundamental issue.</p> <p>It first introduces students to marketing research, to the different types of marketing studies, and to the global research process.</p> <p>It then briefly outlines the use of "secondary data" (public/existing data collected by others) as a useful early step in conducting marketing research.</p> <p>The next section covers the "qualitative" approach (e.g. individual interviews, focus groups), which may be very useful for examining consumers' deep motivations and perceptions, overcoming some problems such as those relating to consciousness or social pressure.</p> <p>The main section then focuses on the "quantitative" approach. It typically consists in using a very structured questionnaire to collect various data (relating for instance to consumers' knowledge or attitude towards a brand product) from a representative sample of consumers, and in performing statistical analyses in order to draw and apply conclusions to a target market.</p> <p>Overall, the content of this course allows to apply for very interesting jobs relating to marketing research – for example in marketing agencies, in major companies (with internal marketing department), or in public organizations.</p>
Aims	<p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 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) <p>1 Students will able to :</p> <ul style="list-style-type: none"> • <i>Understand the research process and the different types of marketing studies (basics, advantages, limitations, etc.), as well as their complementarity with regard to other approaches.</i> • <i>Consider the relevance of a qualitative or quantitative approach in the context of a specific marketing issue.</i> • <i>Define an appropriate research design, in respect of the aim and context of a study.</i> • <i>Convert the results of a marketing research into valuable guidelines for marketing decisions and strategies.</i> <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>
Evaluation methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Individual exams (understanding of the main concepts and performing statistical analyses).</p> <p>Group work/exam (conducting a market research).</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures on theoretical/methodological inputs (with practical illustrations), case studies, scientific articles.</p>
Content	<p>1) Introductory elements</p> <ul style="list-style-type: none"> * Introduction to marketing research * Types of marketing studies

	<p>* Global research process</p> <p>2) Secondary data</p> <p>3) Qualitative studies</p> <p>4) Quantitative studies</p> <p>* Process and skills to manage the different steps involved in a quantitative study: research hypotheses, data collection method, questionnaire, study sample, data collection management,...</p> <p>* Quantitative data analysis: Basic statistical tools for analyzing the results and converting them into conclusions and managerial implications</p>
Bibliography	<ul style="list-style-type: none"> • Slides (Moodle). • Scientific articles and books.
Other infos	<p>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:</p> <ul style="list-style-type: none"> • 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
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] : Business Engineering	INGE2M	5		