UCLouvain **llsms2024** *2021*	Marketing Studies

5.00 crédits	30.0 h	Q1

Enseignants	Pleyers Gordy ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	Basics of marketing
Thèmes abordés	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.
Acquis d'apprentissage	**A la fin de cette unité d'enseignement, l'étudiant est capable de :** • 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.
Modes d'évaluation des acquis des étudiants	The knowledge relating to all the concepts covered in the course will be tested in an individual written exam with multiple-choice questions, using the "standard setting" method (lll.sipr.ucl.ac.be:3838/SSS/), and accounting for 60% of the global mark. This written exam may be replaced by an individual oral exam in August. The ability to perform statistical analyses (using SPSS) will be assessed in an individual exam, accounting for 40% of the global mark. All these activities will be carried out in English.
Méthodes d'enseignement	Lectures on theoretical/methodological inputs (with practical illustrations), scientific articles, case studies, practical exercises.
Contenu	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).
Bibliographie	**Support de cours** • Slides (Moodle). • Scientific articles and books.
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [60] en sciences de gestion	GESM2M1	5		🔍
Master [120] en sciences de gestion	GEST2M	5		🔍
Master [120] en sciences de gestion	GESM2M	5		🔍
Master [120] en communication	CORP2M	5		🔍