| **UCLouvain** | **mgehd2230**<br>*2021* | Méthodes et modèles en marketing avancés |
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| 6.00 credits | 30.0 h | Q1 |
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| Teacher(s) | Poncin Ingrid ;Sinigaglia Nadia (compensates Poncin Ingrid) ; |
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| Language : | French |
| Place of the course | Mons |
| Prerequisites | Basic marketing<br>Market research notions<br>*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.* |
| Main themes | Introduction<br>- Analysing and knowing your market<br>* Principal Component Analysis (PCA)<br>* Development of a measurement instrument in marketing<br>* Internet : specific methodologies<br>- Choosing and maintaining your positioning<br>* Brand image study â'' Dual method<br>* MDS and perceptual maps<br>- Anticipating your performance<br>* Laboratory experimentation<br>* Field experimentation<br>* ANOVA<br>- Evaluating your performance<br>* Panel data analysis<br>* Simple Regression<br>* Multiple Regression<br>- Re-thinking your product\your positioning<br>* Discriminant analysis<br>* Typologicalcluster analysis<br>* Conjoint analysis |
| Learning outcomes | **At the end of this learning unit, the student is able to :**<br><br>1    Identify the methods (quantitative or qualitative) to give the right answer to managerial problem<br>Relate the different methods and models to the key decisions in the marketing process<br>Define the different constructs variables and modelize the construct relationships<br>Demonstrate the ability to implement each step of the different methods and the statistical and econometric mechanisms<br>Analyse collected data<br>Use an advanced data analysis software to implement a statistical or econometric method<br>Interpret and discuss the results obtained thanks to qualitative or quantitative methods<br>Give adapted and argued managerial recommendations based on the obtained results using a method |

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| Bibliography | <u>Référence principale:</u><br>DELACROIX E., JOLIBERT A., MONNOT E., et JOURDAN P. (2021), Marketing Research : Méthodes de recherche et d'études en marketing (ouvrage collectif), 2ème édition, Dunod.<br><u>Références complémentaires utiles:</u><br>BRUNER II G., (2009, 2012, 2015, 2016, 2017, 2019, 2021), Marketing Scales Handbook, Vol 5, Vol 6, Vol 7, Vol 8, Vol 9, Vol 10, Vol 11, http://www.marketingscales.com<br>CHARRY K., COUSSEMENT K., DEMOULIN N., HEUVINCK N., (2016), *Marketing Research with IBM SPSS Statistics*, 978-1-4724-7745-3 , Routledge, London, 264 pages.<br>HAHN C. & MACE S. (2016), Méthodes statistiques appliquées au management, 2ème édition, Pearson.<br>MALHOTRA N., DECAUDIN J.M., BOUGUERRA A., BORIES D. (2014), Etudes Marketing, 6ème édition, Pearson. |
| Faculty or entity in charge | CLSM |

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