


6.00 credits

30.0 h

Q1

Teacher(s)	Poncin Ingrid ;Sinigaglia Nadia (compensates Poncin Ingrid) ;
Language :	French
Place of the course	Mons
Prerequisites	<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>
Learning outcomes	
Bibliography	<p><u>Référence principale:</u> 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.</p> <p><u>Références complémentaires utiles:</u> 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 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. HAHN C. & MACE S. (2016), Méthodes statistiques appliquées au management, 2ème édition, Pearson. MALHOTRA N., DECAUDIN J.M., BOUGUERRA A., BORIES D. (2011), Etudes Marketing, 6ème édition, Pearson.</p>
Faculty or entity in charge	CLSM

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