

Teacher(s)	Masset Julie (compensates Poncin Ingrid) ;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>
Main themes	<p>This course is an introduction to Marketing Studies. The objective is</p> <ul style="list-style-type: none"> • on the one hand to present a set of methods and tools for the collection and analysis of primary and secondary data, • and on the other hand to involve students in a market research process <p>It also aims at making participants aware of the need to be demanding - and give them the means to do so - with regard to market research and marketing consultancy companies, to services which they may be required to call upon.</p> <p>Introduction Qualitative methodologies Market study approach Causal study The panels webanalytics</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Given the « competencies referential » linked to the LSM Bachelor in Management and Business Engineering, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • 1. Adopt a socially responsible mindset: Think and take decisions responsibly, taking account of ethical and civic values. <ul style="list-style-type: none"> • 1.1. Demonstrate the ability to reason independently and adopt a considered and critical approach to knowledge (academic and common sense). • 2. Acquire a knowledge base: Actively acquire a knowledge base in different subjects (management, human science, economics, law, quantitative methods) that are essential for analysing issues in the various fields of management. <ul style="list-style-type: none"> • 2.1. Understand the basic concepts and theories in each of the fields of management and economics. • 2.2. Acquire a knowledge base in human science and law. • 2.3. Acquire a knowledge base in quantitative, IT and digital methods. • 2.4. Apply knowledge gained from different subjects to solve a simple but concrete management problem. • 3. Apply a scientific approach: Use a scientific approach to analyse concrete management problems and situations. <ul style="list-style-type: none"> • 3.1. Understand and selectively use scientific texts and works in French and English. • 3.2. Apply clear and structured analytical reasoning, conceptual frameworks and science-based models to describe and analyse a simple but concrete problem and offer a solution. • 3.3. With the help of dedicated software tools, collate, select and analyse relevant information using basic statistical and data analysis methods. • 3.4. Analyse and interpret results or proposals, and provide a well-argued critique, for a simple but concrete management problem. • 3.5. Demonstrate rigour and discernment (validity and relevance) in the collation of information sources, and precision in their referencing. • 6. Become a team player: Become a team member and player. <ul style="list-style-type: none"> • 6.1. Know and understand the principles of collaborative learning. • 6.2. Recognize and take into account the different points of view of team members. • 6.3. Manage group relations in a joint project. • 7. Manage a project: Organise and complete a project, taking into account the pre-defined objectives and the constraints of the project environment. <ul style="list-style-type: none"> • 7.1. Organise the process: working as a team, and with consideration for the pre-defined objectives, plan and develop all the stages of a project and commit to it collectively, having allocated the tasks. • 7.2. Share information and expertise to help progress the project and contribute to the team's success with a view to effectively achieving the objective set. <p>1</p> <p>At the end of the class, the student will be able to:</p>

	<ul style="list-style-type: none"> • define an object or objects of marketing study in relation to a particular management problem. • master the methods and tools of qualitative study in marketing. • master the basic methods and tools of quantitative study in marketing. • implement a complete approach to a marketing study. • produce and present in a synthetic way the results of the marketing study and the managerial recommendations. • understand the specificities of causal studies in marketing. • understand and analyze data from panels. • understand the basics of webanalytics. • evaluate the qualities and rigor of a study proposal or the results of a study carried out by a market research or marketing consulting company.
Evaluation methods	<p>10% Google Analytics Certificate 30% Continuous assessment</p> <ul style="list-style-type: none"> • Collective work in class • -Participation in a marketing research • -Marketing study report <p>-60% - Written exam NB: In case of failure in January, the grade of the continuous control will be automatically postponed to September, only the written exam (60%) can be retaken.</p>
Teaching methods	<p>Courses Reading Case studies Conducting a marketing survey and writing a report Participation in marketing studies/research E-learning</p>
Content	<p>This course aims to introduce you to Marketing Studies -The objective is to present a set of methods and tools for the collection and analysis of primary and secondary data -The objective is also to involve you in a market research process -It also aims to make participants conscious of the need to be rigorous - and to give them the tools to do so - with regard to market research and marketing consulting firms, whose services they may need to call on.</p>
Inline resources	<p>Course materials and online resources are available on the student corner.</p>
Bibliography	<p>MALHOTRA, N. Études marketing, 6e édition, Pearson JOLIBERT A., DELACROIX E., MONNOT E., et JOURDAN P. (2020), Marketing Research : Méthodes de recherche et d'études en marketing (ouvrage collectif), 2ème édition, Dunod</p>
Faculty or entity in charge	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Management	GESM1BA	5	MGEST1108	