## Faculty of Economic, Social and Political Sciences



## MARK2200    Market research

[30h] 5 credits

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| **Teacher(s):** | Ruben Alberto Chumpitaz Caceres (supplée Marie-Paule Kestemont), Marie-Paule Kestemont, Claudine Laperche |
| Language: | French |
| Level: | Second cycle |

## Aims

At the end of the class, students should be able to design, to carry out and to interpret in a rational and critical manner a market study based on qualitative and mainly quantitative surveys.

## Main themes

Present the sequence of interrelated stages of the market research process. This involves the diagnosis of information needs, the gathering of reliable data and their analysis in order to help marketing managers to take sound decisions.

## Content and teaching methods

Content
The class deals with the methodological aspects of market research by showing all available survey methods : exploratory, descriptives and causal studies. The class lays emphasis on the methods for collecting primary data based on a questionnaire and on the methods for interpreting results. Moreover the impact of the new tools provided by ICT (Information and Communication Technology) - CRM, Internet and market intelligence system, Internet as data collection method in qualitative and quantitative surveys, data mining and neural network, # - is taken into account. The class involves three main parts.
Part 1 - Market research : why and how ?
" Market research & Marketing
" Market research & MIS
" Market research & Product life cycle
" Market research definition
" Market research process
Part 2 - Exploratory research
" Desk research
" Qualitative study
Part 3 - Quantitative Study
" Observation
" Communication - Questionnaire design
" Communication - Interviewing methods
" Syndicated research
" Sample design
" Analysis and interpretation of data
Methods
The teaching approach combines the following complementary activities :
- Academic presentations with a variety of actual experiences covering B to B and B to C fields
- Testimonies of specialists active within the market research environment
- A team project that consists in applying the concepts and the methodology of market research to an actual case study

## Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite : Basics in marketing and statistics
Evaluation : Team project + Examination
Support : Copy of the powerpoint used + Portfolio of papers
References : GIANNELLONI J.L. & VERNETTE E. (2001), Etudes de marché (2ème édition), Vuibert, Pais
Pedagogic team: Teachers

## Programmes in which this activity is taught

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|---|---|
| **ECGE3DS/FN** | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (finance d'entreprise) |
| **ECGE3DS/IO** | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations) |
| **STAT2MS** | Master en statistique, orientation générale, à finalité spécialisée |

## Other credits in programs

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| **ECAP22** | Deuxième licence en sciences de gestion | (3.5 credits) | |
| **ECGE3DS/FN** | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (finance d'entreprise) | (4.5 credits) | Mandatory |
| **ECGE3DS/IO** | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations) | (4.5 credits) | Mandatory |
| **STAT21MS** | Première année du master en statistique, orientation générale, à finalité spécialisée | (5 credits) | |
| **STAT21MS/MS** | Première année du master en statistique, orientation générale, à finalité spécialisée (marketing et sondage) | (5 credits) | |
| **STAT22MS** | Deuxième année du master en statistique, orientation générale, à finalité spécialisée | (5 credits) | |
| **STAT22MS/MS** | Deuxième année du master en statistique, orientation générale, à finalité spécialisée (marketing et sondage) | (5 credits) | |
| **STAT2MS** | Master en statistique, orientation générale, à finalité spécialisée | (5 credits) | |
| **STAT2MS/MS** | Master en statistique, orientation générale, à finalité spécialisée (marketing et sondage) | (5 credits) | |