

Marketing Research



En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

Acquire marketing research concepts (literature review, problematisation, study methods, data analysis, etc.)

Develop students' knowledge of marketing and consumer behaviour

Develop the student's ability to analyse and summarise.

Heures d'enseignement

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| CM | Cours Magistral | 20h |
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Pré-requis obligatoires

Fundamental marketing skills

Plan du cours

Students will examine the fundamental concepts and techniques used in marketing research as decision-making tools:

- Problem formulation,
- research design,

- data collection,
- measurement scales

In this course, we'll learn how to provide a basic foundation in current market research concepts and theories, how to develop an understanding of the role of marketing research in the overall marketing function, how to develop a comprehensive understanding of conducting a survey-based market research project and how to develop knowledge of global marketing research resources.

Compétences visées

By the end of this course, students will:

1. Understand fundamental principles, concepts, and measurement tools
2. Explain the basic steps in the marketing research process
3. Learn the difference between qualitative and quantitative research methods.
4. Be able to operationalize concepts for the purpose of developing testable propositions.

Bibliographie

Iacobucci, Dawn & Churchill, Gilbert A. Jr. Marketing Research: Methodological Foundations, 12th Edition, 2018, ISBN 13: 978-1983654466. CreateSpace Independent Publishing Platform (referred to as I&C).

Gavard-Perret M-L., Gotteland D., Haon C. et Jolibert A. (2012), Méthodologie de la recherche en sciences de gestion : réussir son mémoire ou sa thèse, 2ème ed., Paris, Pearson

Infos pratiques

Lieux

- > Annecy-le-Vieux (74)

Campus

- > Annecy / campus d'Annecy-le-Vieux