

Statistics and Marketing Research



En bref

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

Présentation

Objectifs

Upon completion of the part-module students will

- have become convinced of the usefulness of marketing research tools on the basis of scientific and statistic methods and developed a data-based empirical research approach towards dealing with marketing problems (programme ILO S1)
- have learnt or have become familiar again with major statistical methods (programme ILO K2)
- know some useful software and learnt to apply it for designing and conducting marketing research studies (programme ILO K2)
- have learnt to design a marketing research project according to goals and resources in a company environment (programme ILOs K1 and K2)
- know approaches of marketing research in different cultures and countries (programme ILOs K2 and IP1)
- be able to transfer market research results into marketing recommendations (programme ILO BW1)

Plan du cours

- International marketing research methodology: questionnaire design, sampling techniques, different modes of data collection,
- Descriptive, bivariate and multivariate statistics. Textual data analysis.
- Reporting techniques
- Workshops on survey software Sphinx
- Company real project

Compétences visées

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- have learnt or have become familiar again with major statistical methods (programme ILO K2)
- know some useful software and learnt to apply it for designing and conducting marketing research studies (programme ILO K2)
- have learnt to design a marketing research project according to goals and resources in a company environment (programme ILOs K1 and K2)
- know approaches of marketing research in different cultures and countries (programme ILOs K2 and IP1)
- be able to transfer market research results into marketing recommendations (programme ILO BW1)

Bibliographie

- Malhotra N., Marketing Research - An Applied Orientation, Prentice Hall, 2007.
- Groves R., Fowler F., Couper M., Lepkowski J., Singer E., & Tourangeau R.: Survey Methodology, Wiley, 2004.
- Saunders M., Lewis P. & Thornhill A.: Research Methods for Business Students, Prentice Hall, 2007.
- Hair J., Black W., Babin B. & Anderson R: Multivariate Data Analysis, Prentice Hall; 2009.

Liste des enseignements

	Nature	CM	TD	TP	Crédits
Principles of Marketing Research	MATIERE	55h			
Intensive Study Program	MATIERE	25h			

Infos pratiques

Lieux

> Annecy-le-Vieux (74)

Campus

> Annecy / campus d'Annecy-le-Vieux