

Number of ECTS credits : 3**Course language** : Anglais, Français**Course leader** : POHARDY OLIVIER**Speakers** : ZAMMIT Florence

≡ COURSE DESCRIPTION

This course aims at understanding and mastering the different methods and tools that are used to carry out communication studies. Students will be able to implement a study with full autonomy and evaluate the adequacy of market research agencies propositions in the context of more complex studies. This course will also develop students' sense of rigor in particular when conceiving and implementing communication studies. During this course, students will act as market research "micro agencies" .

≡ COURSE OBJECTIVES

Students will acquire knowledge of different methods and techniques and apply them to a real case.

Students will acquire the capability of professional working with market research agencies : from brief to results.

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO1 - Make use of critical analysis/critical thinking skills
Outcomes	Lev. 0 - Niv. 0 - NC
C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	LO5 - Evaluate, prevent and manage short, medium and long-term risks
Outcomes	Lev. 0 - NC
C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 0 - NC
C4B learning goal	LG4 - CSR
C4B learning objective	LO10 - Identify and understand stakeholder interests
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

Quantitative et qualitative methods / Methodological tools / Data collection process / Data analysis / reports

≡ LEARNING METHODS

Theoretical and methodological techniques

Business cases

Micro-agency

Individualised coaching

Field study

≡ ASSIGNMENTS

-

≡ BIBLIOGRAPHY

Marketing Research Essentials ; [Carl McDaniel Jr.](#), [Roger Gates](#); Wiley ; 2012

Essentials of Marketing Research by [Joseph Hair](#) , [Mary Wolfinbarger](#), [Robert Bush](#), [David Ortinau](#) 2013

Marketing Research (7th Edition) 2014 by [Alvin C. Burns](#), [Ronald F. Bush](#)

The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers ; Ray Poynter ; Wiley ; 2010

[The Art & Science of Interpreting Market Research Evidence](#) by [D. V. L. Smith](#) and J. H. Fletcher ; Wiley ; 2004

≡ EVALUATION METHODS

40 % : Course work

60 % : Exam

≡ SESSIONS

1

LECTURE : 04h00

Introduction to market research.

Core principles. The main steps

2

LECTURE : 04h00

Desk research, qualitative research: different types, steps, cases.

3

LECTURE : 04h00

Qualitative research : building a guide, how to moderate, how to analyse and build a report.

Semiology. On-line qual.

4

LECTURE : 04h00

Quantitative research: foundations of quantitative research. Sampling and statistics.

5

LECTURE : 04h00

Quantitative research : different modes, questionnaires, data processing

6**LECTURE : 02h00**

La préparation au traitement des données (les formats de questions)

La création du masque de saisie et les filtres

La saisie des données et l'intégration d'un fichier de data

7**LECTURE : 02h00**

L'exploitation statistique des données : Les études quantitatives – l'analyse des données : tris simples, tris croisés et tests statistiques (Khi2, Fisher, ANOVA...)
