SCC1617_M1_TC04
APPLIED RESEARCH METHODS IN COMMUNICATION AND MEDIA

Number of ECTS credits : 3
Course language : French , English
Course leader : POHARDY Olivier
Faculty : WEIL Pascale , 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 agency" .

COURSE OBJECTIVES

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

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

LEARNING GOALS

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

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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

SESSIONS

1

BRIEFING : 04h00

Introduction to market research.

Core principles. The main steps

2

BRIEFING : 04h00

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

3

BRIEFING : 04h00

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

Semiology. On-line qual.

4

BRIEFING : 04h00

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

5

BRIEFING : 04h00

Quantitative research : different modes, questionnaires, data processing

6

BRIEFING : 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

BRIEFING : 02h00

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