

Number of ECTS credits : 5

Course language : French , English

Course leader : POHARDY Olivier

Faculty : DAGNET Maryvonne , DUPEYRAT Marion , FOUASSIER Valérie , WEIL Pascale , ZAMMIT Florence

≡ COURSE DESCRIPTION

In order to properly assess a project in communication or media, it is key to be able to set a clear diagnosis of a situation. It is therefore necessary to rely on rigorous studies. In many cases, the professionals of the communication and media do not carry out themselves these studies, but they must be able to follow them. This teaching is an application course of the course “Methodology of the studies” (SCM1_TC04).

≡ COURSE OBJECTIVES

- To test the competences acquired in the course Methodology of the studies
- To put the theoretical assets into practice and to reinforce the control of the various methods and techniques of studies, in order to allow the students to make a simple study in autonomy and to evaluate the relevance of the proposals which will be made to them within the framework of more complex studies
- Be capable of leading an analysis and set a diagnosis
- Acquire the methods necessary to the project management

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

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≡ LEARNING METHODS

The students work on real or academic business cases, in sub-groups. After having received the client order, the students implement a study according to the client brief.

≡ 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 : 02h00

Brief

2

BRIEFING : 05h00

Project implementation

3

BRIEFING : 05h00

Project implementation

4

BRIEFING : 05h00

Project implementation

5

BRIEFING : 05h00

Project implementation

6

BRIEFING : 05h00

Project implementation

