

## MARKETING RESEARCH

Level : L1  L2  L3  M1  M2

Curriculum : Master's programme in Management

Academic year: 2018-2019

### Description

**Place** : Annecy

**Term**: Fall semester

### ECTS

5

### Course overview and aims

Designing a clever and efficient research project according to the research objectives and available resources. Reporting the results of the study to support marketing decisions makers. Understanding the tools (software) and the techniques (like sampling, statistics), needed for properly conducting research projects.

### Pre requisite

Basics of marketing and statistics (Bachelor level in Economics and management)

### Plan / Course content

1. From the research questions to the structure of the questionnaire (or interview guide)
2. Questionnaire design and writing
3. The different modes of data collection, with a focus on digital surveys
4. Sampling issues and techniques
5. Data management: sample correction, change of statistical unit, data cleaning and recoding
6. Descriptive data analysis
7. Bi-variate data analysis and related statistical tests
8. Textual data analysis
9. An overview of multivariate data analysis
10. Report design and presentation of results

The students conduct a real study from A to Z and learn how to use a survey software at the various stages of the project.

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### Learning outcomes

- Questionnaire design
- Survey dissemination
- Analysis and reporting of survey responses
- Survey software (Sphinx)

### Literature

- Malhotra N. : Marketing Research - An Applied Orientation, Prentice Hall, 2007.
- Saunders M., Lewis P. & Thornhill A.: Research Methods for Business Students, Prentice Hall, 2007.
- Ganassali S. Enquêtes et analyse de données avec Sphinx, Pearson, 2013.