mgehd2230
2020

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

6 credits	30.0 h	Q1

Teacher(s)	Poncin Ingrid ;Sinigaglia Nadia (compensates Poncin Ingrid) ;
Language :	French
Place of the course	Mons
Prerequisites	*The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.*
Main themes	Introduction - Analysing and knowing your market * Principal Component Analysis (PCA) * Development of a measurement instrument in marketing * Internet : specific methodologies - Choosing and maintaining your positioning * Brand image study â'' Dual method * MDS and perceptual maps - Anticipating your performance * Laboratory experimentation * Field experimentation * ANOVA - Evaluating your performance * Panel data analysis * Simple Regression * Multiple Regression - Re-thinking your product\your positioning * Discriminant analysis * Typologicalcluster analysis * Conjoint analysis
Aims	1 Identify the methods (quantitative or qualitative) to give the right answer to managerial problem Relate the different methods and models to the key decisions in the marketing process Define the different constructs variables and modelize the construct relationships Demonstrate the ability to implement each step of the different methods and the statistical and econometric mechanisms Analyse collected data Use an advanced data analysis software to implement a statistical or econometric method Interpret and discuss the results obtained thanks to qualitative or quantitative methods Give adapted and argued managerial recommendations based on the obtained results using a method - - - - *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*

Bibliography	BRUNER II G., (2009, 2012, 2015, 2016, 2017, 2019), Marketing Scales Handbook, Vol 5, Vol 6, Vol 7, Vol 8, Vol 9, Vol 10, http://www.marketingscales.com
	CHARRY K., COUSSEMENT K., DEMOULIN N., HEUVINCK N., (2016), *Marketing Research with IBM SPSS Statistics*, 978-1-4724-7745-3 , Routledge, London, 264 pages.
	HAHN C. & MACE S. (2016), Méthodes statistiques appliquées au management, 2ème édition, Pearson.
	JOLIBERT A., DELACROIX E., MONNOT E., et JOURDAN P. (2020), Marketing Research : Méthodes de recherche et d'études en marketing (ouvrage collectif), 2ème édition, Dunod (à paraître en octobre 2020).
	MALHOTRA N., DECAUDIN J.M., BOUGUERRA A., BORIES D. (2014), Etudes Marketing, 6ème édition, Pearson.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management (shift schedule)	GEHM2M	6	MGEHD2135	🔍
Master [120] in Management (shift schedule)	GEHC2M	6		🔍