


6.00 credits

30.0 h

Q1

Teacher(s)	Poncin Ingrid ;Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Prerequisites	<i>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.</i>
Learning outcomes	
Bibliography	<p><u>Référence principale:</u> DELACROIX E., JOLIBERT A., MONNOT E., et JOURDAN P. (2021), Marketing Research : Méthodes de recherche et d'études en marketing (ouvrage collectif), 2ème édition, Dunod.</p> <p><u>Références complémentaires utiles:</u> BRUNER II G., (2009, 2012, 2015, 2016, 2017, 2019, 2021, 2023), Marketing Scales Handbook, Vol 5, Vol 6, Vol 7, Vol 8, Vol 9, Vol 10, Vol 11, Vol. 12, http://www.marketingscales.com CHARRY K., COUSSEMENT K., DEMOULIN N., HEUVINCK N., (2016), <i>Marketing Research with IBM SPSS Statistics</i>, 978-1-4724-7745-3 , Routledge, London, 264 pages. HAHN C. & MACE S. (2016), Méthodes statistiques appliquées au management, 2ème édition, Pearson. MALHOTRA N., DECAUDIN J.M., BOUGUERRA A., BORIES D. (2014), Etudes Marketing, 6ème édition, Pearson.</p>
Faculty or entity in charge	CLSM

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