

Market Research Methods (F000696)

Course size (nominal values; actual values may depend on programme)
 Credits 6.0 Study time 180 h Contact hrs 55.0 h

Course offerings and teaching methods in academic year 2018-2019

Offering	Language	Teaching Method	Hours
A (semester 1)	English	seminar: practical PC room classes	20.0 h
		lecture	11.25 h
		integration seminar	8.75 h
		project	5.0 h
		PDE tutorial	10.0 h

Lecturers in academic year 2018-2019

Van Kenhove, Patrick	EB23	lecturer-in-charge
Huyghe, Elke	EB23	co-lecturer

Offered in the following programmes in 2018-2019

Programme	crdts	offering
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Complementary Studies in Business Economics (main subject Business Economics)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Engineering (main subject Data Analytics)	6	A
Master of Science in Business Engineering (main subject Finance)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Master of Science in Business Engineering (main subject Operations Management)	6	A
Master of Science in Economics	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Market research

Position of the course

The objective of this course is to acquire insights concerning a number of critical aspects of market research. We want to enable the students to:

- evaluate the validity and reliability of existing market research,
- plan and execute a concrete ad hoc market research project,
- use the most important multivariate statistical techniques in marketing

Guest speakers (5) are invited to talk about market research in practice

Classes: Concentrated in a time period of 6 weeks. Block 1 (weeks 1-6) of semester 1

Contents

- Secondary information sources (Nielsen, GfK)
- Marketing Information Systems
- Factor analysis
- Cluster analysis
- Multiple regression
- Multidimensional scaling

- Conjoint measurement
- Market research applications:
 - Market segmentation research
 - Product research
 - Price research
 - Direct marketing research
- SPSS: multivariate statistical techniques

Initial competences

Excellent basic knowledge of business research methods (research plan, methods of data collection, sampling, univariate statistics).

Final competences

- 1 Execute a qualitative market research project
- 2 Evaluate validity and reliability of commercial research
- 3 Interpret Nielsen and GFK-data
- 4 Interpret multivariate techniques with fe SPSS
- 5 Acquire a critical attitude towards your learning process and that of your fellow students
- 6 Develop an active learning attitude where you work independently and in team towards the solution of the problem

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, integration seminar, PDE tutorial, project, seminar: practical PC room classes

Extra information on the teaching methods

Classes: block 1 (weeks 1-6) of semester 1

Interactive sessions

Guest speakers

Exercises (in small groups)

Cases (in small groups): application of multivariate statistical techniques (with SPSS):

Problem based learning: see blockbook course;

Nielsen case: Problem bases learning: see blockbook course.

Learning materials and price

Handboek: P. De Pelsmacker en P. Van Kenhove, Marktonderzoek.

Methoden en toepassingen, Pearson Education, Vierde editie, 2014.

Instructor's notes

Optional: W. Janssens, K. Wijnen, P. De Pelsmacker en P. Van Kenhove: Market

Research with SPSS, Pearson Education, 2008

Cost: 58 EUR

References

Course content-related study coaching

Students can always ask the teachers or assistant (Laura De Kerpel) or pedagogical assistant (Fanny Buysschaert) for additional explanations or coaching. Interactive SPSS sessions

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Written examination, oral examination, participation, assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

Written and oral examination

The evaluation for this course is: permanent evaluation. Students who fail in the first term, will only be able to do a written and oral exam in the second term. As the permanent evaluation is linked with the problem-based tutorials and supervisions, the peer assessment, there is no second chance for this part and the results for this part will simply be transferred to the second term results.

Students are required to be present during tutorials, supervisions and case discussions: If you are absent without a valid reason, you can not pass this course! Please notify (in advance!) the discussion leader, the lecturer and the pedagogic teaching staff of your absence. This is a very important attitude that is taken serious in this academic world as well as in the corporate culture.

Calculation of the examination mark

Permanent evaluation:

30% individual questioning of both cases: Individual questioning (oral examination) of both cases, the statistical techniques (factor analysis, cluster analysis, MDS and correspondence analysis, regression analysis) and guest lectures.

70% of which:

- 35% group work assignment 1 Nielsen (of which 40% active and relevant participation, involvement and attendance during supervision, tutorial meetings and group work, 60% content report and peer assessment)
- 35% group work assignment 2 SPSS (of which 40% active and relevant participation, involvement and attendance during supervision, tutorial meetings and group work, 60% content report and peer assessment)

Facilities for Working Students

Contact the instructor before the start of the sessions.
Problem based learning sessions are obligatory