

Market Research (F710304)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size *(nominal values; actual values may depend on programme)*
Credits 3.0 **Study time 90 h** **Contact hrs** 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	online lecture	0.0 h
			online seminar: practical PC room classes	0.0 h
			seminar: practical PC room classes	25.0 h
			lecture	5.0 h

Lecturers in academic year 2020-2021

Slabbinck, Hendrik	EB23	lecturer-in-charge
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Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Economics (main subject Business Administration)	3	A
Master of Science in Business Administration (main subject Commercial Management)	3	A

Teaching languages

Dutch

Keywords

Statistics, Research, Marketing, Sales

Position of the course

This course aims to teach students how to set up, implement, supervise and evaluate a market research (data collection - processing - analysis and interpretation).

Contents

Analysis of secondary sources

Experimental & survey research
 Traditional & innovative market research
 Market research & ethics
 Quantitative Research Methods

Initial competences

Basic knowledge of Marketing Management is recommended.

Good understanding of general research methods (sampling, design of questionnaires & interview guides, measurement levels, reliability & validity, ...) and univariate techniques (descriptives, t-test, chi²-test, univariate regression, ...) is necessary.

Final competences

- 1 Transforming general research and business problems to specific research questions
- 2 Selecting the most appropriate research technique to solve specific business problems
- 3 Executing and interpreting the learned research techniques
- 4 Formulating a well-grounded answer to the researched business problem.
- 5 Translating statistical/technical output to interpretable language, adapted to the targeted audience (e.g. academic vs professional).

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, seminar: practical PC room classes, online lecture, online seminar: practical PC room classes

Learning materials and price

Theory and background: slides (electronic platform)

Research methods are taught by means of exercises with SPSS. Each method is thoroughly covered by slides (electronic platform)

References

De Pelsmacker, P., Van Kenhove, P. (last edition): Marktonderzoek. Methoden en toepassingen, Pearson Education Uitgeverij.

Course content-related study coaching

Questions are possible during the sessions, by e-mail, or by appointment.

Evaluation methods

end-of-term evaluation and continuous assessment

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

Open book examination

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

Open book examination

Examination methods in case of permanent evaluation

Participation, peer assessment, report

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

Exam: exam on all topics covered during the lectures.

Permanent evaluation: students solve in group a mini-business case. The report is evaluated and individually corrected on the basis of class participation and peer-assessments.

Students who didn't pass can retake the exam. Students only have to retake the part for which they didn't pass. The scores of the part for which one passed are transferred to the retake exam.

If retake for exam: exam on all topics covered during the lectures.

If retake for permanent evaluation: students revise the report of their group assignment individually

Calculation of the examination mark

End-of-term evaluation 50%, permanent evaluation 50%. Final score is the mean of both parts