

**MASTER**

**Titre du cours :** G2MBAM6 Market Research & Methods

**Course title:**

**Nombre d'heures :** 20,00

**Lecture hours:**

**RESUME DU COURS / COURSE OVERVIEW**

With this course, students will learn methods and concepts. 3 parts:

- I. New criteria for segmenting markets: psychological basics in consumer behaviors
- II. New techniques of promotion to target new consumers: The creation process; Relevant concepts in advertising theories; Effects of advertising and shockvertising; Messages forms & New messages formats; Semiotics : an illustration, Slogans and figures of style; Corporate and collective advertising; The organization of a buzz
- III. Innovation and new techniques of marketing research: Defining marketing research, Research brief and proposal, Different types of research design; Limitations of quantitative survey design & Enhancement of qualitative research design; Qualitative research

**PRE-REQUIS / PREREQUISITES**

No prerequisite

**COMPETENCES ACQUISES A LA FIN DU COURS / LEARNING OBJECTIVES**

3 main learning objectives:

- Be able to identify the dynamics of human behaviours and the factors that influence new consumers decision processes
- Be able to know how to target those postmodern consumers with new techniques of promotion
- Be able to use new research methods to interpret buying and decision processes

**EVALUATION (CONTROLE CONTINU = MIN. 2 EPREUVES) / ASSESSMENT AND GRADING (Min. 2 tests)**

	Pourcentage / Weight	Type
Epreuve 1 / Assessment n° 1	10%	Ecrit / Written test
Epreuve 2 / Assessment n° 2	20%	Ecrit / Written test
Epreuve 3 / Assessment n° 3	20%	Ecrit / Written test
Epreuve 4 / Assessment n° 4	20%	Ecrit / Written test
Epreuve 5 / Assessment n° 5	30%	Ecrit / Written test
<b>TOTAL</b>	<b>100%</b>	

**REFERENCES BIBLIOGRAPHIQUES ET SUPPORTS PEDAGOGIQUES / BIBLIOGRAPHY AND SUPPORT MATERIALS**

Type	Libellé / Details	Code ISBN
	SAAD, Gad (2017) : The consuming instinct.	
	MALHOTRA, Naresh (2004), Marketing research : an applied orientation	