

Market Studies



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

- > **Degree course:** International Hospitality Management
- > **Teaching unit:** UE 3 Hospitality Experience Design and Implementation
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 2
- > **Teacher(s):** Sandra CAMUS

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 16 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

The Market Studies course aims at learning the method to carry out a marketing diagnosis and analysis on behalf of a client in the tourism and hospitality sector. It is based on the proposal of a marketing questioning, the analysis of quantitative data (processed on expert software) and the proposal of useful managerial recommendations for the client. Students are required to produce a formal, professional study report.

1. Market studies and managerial issues
2. Statistical testing
3. Process on expert software
4. Study report

OBJECTIVES

This course aims to enable students to carry out relevant audit and consulting work based on marketing studies. They are put in a situation where they work in a consulting firm.

PREREQUISITES

Marketing knowledge

SELECTIVE BIBLIOGRAPHY

- Curvin, J., & Slater, R. (2002). Quantitative methods for business decisions. Thomson Learning.
Franses, P. H., & Paap, R. (2001). Quantitative models in marketing research. Cambridge University Press.