

## Marketing Research Project



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 2-5 IMM Knowledge development

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 2

> **Teacher(s):** Gaëlle PANTIN-SOHIER

#### > Assessment:

Continuous assessment

Final exam

#### > Teaching methods:

Lecture course 20 hours

Tutorial course hours

Practical work hours

Case study

Project

## COURSE DESCRIPTION

Master Thesis Preparation

Introduction: Methodology and model construction

Part 1: Research Design: Design / The exploratory study / The descriptive study / The causal study

Part 2: Experimentation: Experimentation and Variance Analysis / Causality and Experimentation / Model construction / Validity of results.

Teaching methods: Lecture courses, analysis of academic texts and presentation of the experimental procedures carried out.  
Assessment: Written file + defense.

## OBJECTIVES

Understand the experimental methodology and its uses in business and public policy; describe the design phase of the experiment, present the analyses to be conducted and interpret the results of the experiment (taking into account the methodological biases inherent in the experiment).

## PREREQUISITES

Prior knowledge of social science methodology.

## SELECTIVE BIBLIOGRAPHY

#1 Gotteland, D., Haon, C., et Jolibert, A. (2018). Méthodologie de la recherche en sciences de gestion: Réussir son mémoire ou sa thèse. Pearson Education France, #2 Thiétart, R. A. (2014). Méthodes de recherche en management-4ème édition. Dunod, #3 Van Campenhoudt, L., Marquet, J., et Quivy, R. (2017). Manuel de recherche en sciences sociales-5e éd. Dunod, #4 Cadario, R., Butori, R., et Parguel, B. (2017). Méthode expérimentale: analyses de modération et médiation. De Boeck Supérieur.