

SYLLABUS منهاج المادة التعليمية

Marketing research

Domain: Economics, management and financial sciences (D06)

Field : Commercial sciences

Specialization: Marketing (L3)

Semester : 05

University year : 2024-2025

Presentation of the learning subject

Title: Marketing Research 1

Learning unit: Fundamental

Number of credits: 04

Coefficient: 02

Weekly hourly volume: Three (03) hours

Course (number of hours per week): 1:30

Directed work (number of hours per week): 1:30

Practical work (number of hours per week): /

Responsible of the learning subject

First name, last name: Meriem Gouri, lecturer - B-

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Phone number : 07 74 99 29 01

Lesson time and location: Monday (8:00 - 09:30) in Classroom T3

Description of the learning subject

Prerequisites:

Student is supposed to master the basics of marketing 1,2, and statistics already seen in previous years.

General objective:

The general objective of the learning subject is to be able to understand the mechanism of carrying out marketing research, from its design to the writing of the report.

Learning objectives:

- Student will be able to **define** the different concepts of marketing research.
- He will be able to **distinguish** between these concepts.
- He will be able to **apply** its knowledge in a specific marketing problem or situation.
- He will be able to **analyze** a marketing research situation.
- Student will be able to **evaluate** the marketing research results

Content of the learning subject

The first chapter: general concepts about marketing research

The second chapter: the marketing information system

The third chapter: types of marketing research

The fourth chapter: Process (steps) of marketing research

The fifth chapter: sources of marketing research information

Evaluation methods

Nature of evaluation	Score	The evaluation percentage
Exam	20	60%
Test	05	10%
Personal and group works	07	14%
Behavior	03	06%
Presence	05	10%
Total	40	100%

References

Essential References :

Title	Author	Publishing house/year
Etudes de marché	JL.Giannelloni & E.Vernette	Vuibert, 3é edition, Paris, France/2012

Support references

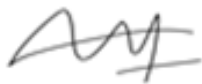
Title	Author	Publishing house/year
Marketing research: Text and cases	B.Wrenn, R.Stevens &D.Louden	Haworth Press Inc, New York,US/ 2002
Recherches Marketing	KHERRI Abdenacer	2022 / 2023

Planning

Week	Lesson content	Date
Week 01	-Making contact -Presentation of the program -Explanation the evaluation method	30/09/2024
Week 02	Chapter 1 : General concepts	07/10/2024
Week 03	Chapter 1 : General concepts	14/10/2024
Week 04	Chapter 2 : The marketing information system	21/10/2024
Week 05	Chapter 3 : Types of marketing research- Documentary research	28/10/2024
Week 06	Chapter 3 : Types of marketing research- Quantitative research	04/11/2024
Week 07	Chapter 3 : Types of marketing research- Qualitative research	11/11/2024
Week 08	Chapter 4 : Process of marketing research	18/11/2024
Week 09	Chapter 4 : Process of marketing research	25/11/2024
Week 10	Chapter 5 : Information sources	02/12/2024
Week 11	Chapter 5 : Information sources	09/12/2024
Week 12	Test	16/12/2024
Week 13	Submit evaluation marks to the students	06/01/2025
	Final exam	

أستاذة الأعمال الموجهة :

GOURI MERIEM قوري مريم



الأستاذة (ة) المحاضرة (ة) :

GOURI MERIEM قوري مريم

