

## SYLLABUS منهاج المادة التعليمية

### Marketing research

**Domain:** Economics, management and financial sciences (D06)

**Field :** Commercial sciences

**Specialization:** Marketing (L3)

**Semester :** 06

**University year :** 2024-2025

#### Presentation of the learning subject

**Title:** Marketing Research 2

**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-

**Email:** meriem.gouri@univ-annaba.dz @gmail.com

**Phone number :** 06 74 99 29 01

**Lesson time and location:** Monday (8:00 – 9:30) 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 **determine** the marketing problem and the hypotheses.
- He will be able to **design** the questionnaire and **choose** the right sample.
- He will be able to **analyze** the results using the suitable tools.
- Student will be able to **write** the marketing report.

### Content of the learning subject

The first chapter: Research problem and the hypotheses

The second chapter: Qualitative studies (Methods and tools of data collection).

The third chapter: Quantitative studies (Methods and tools of data collection).

The fourth chapter: Methods of sampling and size selection.

The fifth chapter: Results analysis.

The sixth chapter: Preparation of final report.

### Evaluation methods

Nature of evaluation	Score	The evaluation percentage
Exam	20	60%
Team work (every team has a research to carry out)	10	20%
-Commitment (Be really present in the group)	02	
-Efficiency (Have something to do as a member)	02	
-Respect	01	
-Quality	05	
Personal work	04	08%
Presence	06	12%
<b>Total</b>	<b>40</b>	<b>100%</b>

### 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	-Presentation of the program and the evaluation method. <b>Chapter 1 : Research problem and hypotheses</b>	27/01/2025
Week 02	<b>Chapter 1 : Research problem and hypotheses</b>	03/02/2025
Week 03	<b>Chapter 2 : Methods/ tools of qualitative studies</b>	10/02/2025
Week 04	<b>Chapter 3 : Methods/ tools of quantitative studies</b>	17/02/2025
Week 05	Workshop (Netnography + Questionnaire)	24/02/2025
Week 06	<b>Chapter 4 : Methods of sampling (Random sample)</b>	03/03/2025
Week 07	<b>Chapter 4 : Methods of sampling (Non-random sample)</b>	10/03/2025
Week 08	<b>Chapter 5 : Results analyses</b>	17/03/2025
Week 09	Workshop (Questionnaire analysis using SPSS)	07/04/2025
Week 10	Workshop (Netnography analysis)	14/04/2025
Week 11	<b>Chapter 6 : Final report</b>	21/04/2025
Week 12	Presentation of the final report of research projects	28/04/2025
Week 13	Submit evaluation marks to the students	05/05/2025
	<b>Final exam</b>	

أستاذة الأعمال الموجهة :

GOURI MERIEM قوري مريم



الأستاذة (ة) المحاضرة (ة) :

GOURI MERIEM قوري مريم

