

## Introduction to Market Research (A000663)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0**

**Study time 90 h**

**Course offerings and teaching methods in academic year 2025-2026**

A (semester 1)

Dutch

Gent

lecture

group work

independent work

**Lecturers in academic year 2025-2026**

Verstraeten, Julie

EB23

lecturer-in-charge

**Offered in the following programmes in 2025-2026**

[Master of Arts in Multilingual Business Communication](#)

**crdts**

3

**offering**

A

**Teaching languages**

Dutch

**Keywords**

Research, Marketing, Methodology, Statistics

**Position of the course**

This course is an introductory course that aims to give students insight into the different research methods that can be used in market research as well as how to set up (i.e., data collection, - processing and -interpretation), present and evaluate a market research.

**Contents**

- Methodological considerations
  - Problem definition; formulating research questions
  - Market research process
  - Validity and reliability of market research
- Analysis of secondary sources
- Market research methods
  - Sampling
  - Methods of data collection
    - (1) Qualitative research methods
      - In-depth interviews and focus group discussions
      - Interview Guides
    - (2) Quantitative research methods
      - Experimental research
      - Quantitative questionnaires
      - Scaling Methods
- Data analysis (descriptive and test statistics)
- Market research applications

**Initial competences**

Basic knowledge of methodology

**Final competences**

- 1 Formulate research questions to analyze a market research problem
- 2 Being able to critically evaluate market research methodology and make suggestions for improvement
- 3 Being able to set up qualitative and quantitative research
- 4 Being able to choose the appropriate research methods and techniques and to

- work independently with commonly used analysis techniques (in SPSS)
- 5 Being able to process (analyze, interpret and report) qualitative and quantitative data into a deliverable end product for practice in a scientifically sound manner
- 6 Being able to collaborate in setting up, conducting and reporting on a market research study
- 7 Formulate practically relevant marketing recommendations based on applied marketing research

#### **Conditions for credit contract**

This course unit cannot be taken via a credit contract

#### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

#### **Teaching methods**

Group work, Lecture, Independent work

#### **Extra information on the teaching methods**

- 1 Lecture; Theory sessions; Guest speakers from the field; Response college; Feedback sessions
- 2 Guided self-study, independent work; students independently learn the research techniques (including exercises with SPSS) in online (recorded) lectures.
- 3 Group work: 2 group assignments
  - Group assignment 1: Prepare an interview guide to collect qualitative data.
  - Group assignment 2: Analyzing and reporting quantitative data based on an oral presentation.

#### **Study material**

None

#### **References**

De Pelsmacker, P., Van Kenhove, P. (latest edition): *Market research. Methods and Applications*, Pearson Education Publisher.

#### **Course content-related study coaching**

Question possible during the sessions or by appointment (contact the lecturer via email)

#### **Assessment moments**

continuous assessment

#### **Examination methods in case of periodic assessment during the first examination period**

#### **Examination methods in case of periodic assessment during the second examination period**

#### **Examination methods in case of permanent assessment**

Presentation, Peer and/or self assessment, Assignment

#### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

#### **Extra information on the examination methods**

The non-periodic evaluation consists of 2 group assignments. The assignments, distribution of marks and evaluation criteria will be communicated during the sessions and on UFORA.

A peer assessment takes place after each group assignment. The lecturer hereby retains the final judgment whether or not – and to what extent – to take the peer assessment scores into account when determining each student's final score.

#### **Calculation of the examination mark**

100% non-periodic evaluation. A (weighted) average is taken of the scores obtained by the individual student on each group assignment.

#### **Facilities for Working Students**

Feedback can be given by email, telephone, or during an appointment.

For more information concerning flexible learning: contact the monitoring service of the faculty of Arts and philosophy.

