Market Research Methods (F000696)

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

Credits 6.0 **Study time 180 h**

Course offerings and teaching methods in academic year 2025-2026

A (semester 1)	English	Gent	lecture
			seminar

Lecturers in academic year 2025-2026

Slabbinck, Hendrik	EB23	lecturer-in-charge
De Kerpel, Laura	EB23	co-lecturer

Offered in the following programmes in 2025-2026	crdts	offering
Master of Science in Teaching in Economics(main subject Business Economics)	6	A
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Business Economics (Double Degree)(main subject Accountancy)	6	A
Master of Science in Complementary Studies in Business Economics(main subject Business Economics)	6	A
Master of Science in Business Economics (Double Degree)(main subject Corporate Finance)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Engineering(main subject Data Analytics)	6	A
Master of Science in Business Engineering (Double Degree)(main subject Data Analytics)	6	A
Master of Science in Business Economics (Double Degree)(main subject Marketing)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Master of Science in Business Engineering (Double Degree)(main subject Operations Management)	6	A
Master of Science in Business Engineering(main subject Operations Management)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Market research

Position of the course

The objective of this course is to acquire insights concerning a number of critical aspects of market research. We want to enable the students to:
• evaluate the validity and reliability of existing market research,
• plan and execute a concrete ad hoc market research project,
• use the most important multivariate statistical techniques in marketing
Guest speakers are invited to talk about market research in practice
Classes: Concentrated in a time period of 6 weeks. Block 1 (weeks 1-6) of semester 1

Contents

Overview of commonly used (traditional) and innovative market research methods, such as
• Secondary information sources
• Marketing Information Systems
• Conjoint measurement
• Big Data and AI
Examples of market research applications in practice, such as
• Market segmentation research

- Product research
- Price research
- Direct marketing research

Practcal execises on (SPSS)
- Factor analysis
- Cluster analysis
- Advanced multiple regression methods
- Multidimensional scaling
- Multilevel analysis

Initial competences

Excellent basic knowledge of business research methods
- research plan, methods of data collection, sampling,
- good knowlegde of univariate statistics (T-tests, Chi² tests,…),
- basic knowlegde multivariate techniques (OLS regression and Anova),
- basic knowlegde SPSS: working with variables (compute, recode, filter, …), working with syntax.

Final competences

1 Execute a qualitative market research project
2 Evaluate validity and reliability of commercial research
3 Interpret multivariate techniques with fe SPSS
4 Acquire a critical attitude towards your learning process and that of your fellow students
5 Develop an active learning attitude where you work independently and in team towards the solution of the problem
6 Acquire a basic knowlegde of big data applications and new trends in market research

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture

Extra information on the teaching methods

Classes: block 1 (weeks 1-6) of semester 1
Interactive sessions
Guest speakers
Exercises (in small groups)
Cases (in small groups): application of multivariate statistical techniques (with SPSS): Problem based learning: see blockbook course;
Groepswerk rond big data: Problem bases learning: see blockbook course.

Study material

Type: Slides

Name: all slides that accompagny the lectures
Indicative price: Free or paid by faculty
Optional: no
Language : English
Available on Ufora : Yes

References

P. De Pelsmacker en P. Van Kenhove, Marktonderzoek.
Methoden en toepassingen, Pearson Education, most recent edition (not for international students)
W. Janssens, K. Wijnen, P. De Pelsmacker en P. Van Kenhove: Market Research with SPSS, Pearson Education, 2008

Course content-related study coaching

Students can always ask the teachers or assistant or pedagogical assistant for additional explanations or coaching. Interactive SPSS sessions

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

Oral assessment, Participation, Peer and/or self assessment, Written 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

This course is evaluated by means of permanent evaluation and consists of the following components (1) written exam (2) participation and involvement during supervisions and tutorials, and (3) output group assignment with peer assessment.

Students are required to complete a self-evaluation test at the start of the course to evaluate their basic competences (working with data in SPSS, working with syntax, univariate tests, basics of multivariate tests). Students who do not pass the self-assessment are expected to upskill themselves to the minimal required knowledge level.

Students are required to be present during tutorials, guest lectures and/or activities organized by third parties, supervisions and case discussions. In case of unauthorized absence, and/or not participating in mandatory activities (e.g. self-assessment), students cannot pass the course! Students are expected to notify (in advance) the discussion leader, the lecturer or the pedagogic teaching staff in case of absence.

Calculation of the examination mark

Permanent evaluation:

100% permanent evaluation

50% individual and written examination of the new research methods and the theoretic lectures, with emphasis on interpretation of statistical output.

35% Group assignment, with individual correction of a peer assessment

15% Supervisions and tutorials

The lecturer always retains ultimate responsibility for the peer evaluation and calculation of the final grade.

Students must pass all three components. If this requirement is not met and the sum is higher than 10/20, the final mark will be reduced to the highest unsuccessful mark, ie a maximum of 9/20.

The points for participation and group work are retained in the second examination period and cannot be retaken. Only the exam (50%)

can be retaken in the second examination period.

Facilities for Working Students

Contact the instructor before the start of the sessions.

Problem based learning sessions are obligatory