

## Market Research (F710304)

**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 2026-2027**

A (semester 1)

Dutch

Gent

seminar

lecture

**Lecturers in academic year 2026-2027**

Slabbinck, Hendrik

EB23

lecturer-in-charge

**Offered in the following programmes in 2026-2027**

**crdts**

**offering**

Master of Science in Teaching in Economics(main subject Business Administration)

3

A

Master of Science in Business Administration(main subject Commercial Management)

3

A

**Teaching languages**

Dutch

**Keywords**

Statistics, Research, Marketing, Sales

**Position of the course**

His course aims to teach students how to set up, implement, supervise and evaluate a market research (data collection - processing - analysis and interpretation).

**Contents**

Quantitative research methods by means of SPSS

- factor analysis
  - Anova-analysis
  - advanced regressions (including mediation and moderation, logistic regressions)
- Next to learning how to analyse data, the course also focusses on how to interpret and report statistical output (to different types of audiences).

**Initial competences**

**Good understanding of general research methods (sampling, design of questionnaires & interview guides, measurement levels, reliability & validity, ...) and univariate techniques (descriptives, t-test, chi<sup>2</sup>-test, univariate regression, ...) is necessary.**

**Final competences**

- 1 Transforming general research and business problems to specific research questions
- 2 Selecting the most appropriate research technique to solve specific business problems
- 3 Executing and interpreting the learned research techniques
- 4 Formulating a well-grounded answer to the researched business problem.
- 5 Translating statistical/technical output to interpretable language, adapted to the targeted audience (e.g. academic vs professional).

**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

**Study material**

Type: Slides

Name: all slides that accompany the lectures

Indicative price: Free or paid by faculty

Optional: no

**References**

De Pelsmacker, P., Van Kenhove, P. (last edition): Marktonderzoek. Methoden en toepassingen, Pearson Education Uitgeverij.

**Course content-related study coaching**

Questions are possible during the sessions, by e-mail, or by appointment.

**Assessment moments**

end-of-term assessment

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

Written assessment

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

Written assessment

**Examination methods in case of permanent assessment****Possibilities of retake in case of permanent assessment**

not applicable

**Extra information on the examination methods**

Exam on all topics covered during the lectures (on PC).

**Calculation of the examination mark**