

## 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
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**Lecturers in academic year 2026-2027**

Slabbinck, Hendrik	EB23	lecturer-in-charge
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**Offered in the following programmes in 2026-2027**

	crdts	offering
<a href="#">Master of Science in Teaching in Economics(main subject Business Administration)</a>	3	A
<a href="#">Master of Science in Business Administration(main subject Commercial Management)</a>	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

**Extra information on the teaching methods**

Lectures in which research methods are explained and demonstrated.  
Exercise sessions in which students analyze data in class using SPSS.  
The exercises must be prepared at home (in small groups).

**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 and continuous 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**

Participation

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

examination during the second examination period is not possible

**Extra information on the examination methods**

Not periodbound: written exam (on computer)

Periodbound:

- participation in academic research
- preparation for and participation in practical sessions / exercise classes

**Calculation of the examination mark**

Not periodbound: 19/20 points

Periodbound:

- participation in academic research: 1/20 points
- insufficient preparation and/or participation may lead to a negative adjustment (penalty)