

Market Research Survey

Paris, 13/15/16/17 July 2015

16 contact hours / 2 ECTS credits

Have you ever filled out a questionnaire unable to answer a certain question? Or thought that you could do much better? In this course, you will see that designing a survey is not that simple. You'll learn the latest survey research techniques... what works and what doesn't. You'll discover how to design a questionnaire that gets to the true opinions of your sample. It tells everything you need to begin writing your own market research surveys right now.

Consumer opinions and reactions influence company's actions and decisions. Globally, many consumer insights are gathered via questionnaires. Therefore this course is designed to introduce you into the basic concepts and principles associated with survey design. Fortunately, good survey design skills can be learned in a short period of time.

After data is gathered, companies often want to find out whether there are significant differences between groups of interest. At the end of this course, you will be able to design a survey while avoiding common mistakes. In addition you will be able to select the appropriate significance test to find out group differences.

Course Schedule

Monday, 13 July (9:30 – 13:30)

Survey design: open/ closed ended questions + pitfalls

Tuesday, 15 July (9:30 – 13:30)

Survey design: special cases (memory questions, sensitive questions)

Thursday, 16 July (9:30 –13:30)

Mode of data collection + selecting the right market research test + Practice in choosing the right significance test (group work)

Friday, 17 July (9:30 –13:30)

Recap + final hints

Learning Objectifs

At the end of the course, the students will be able to:

- Design a survey
- Avoiding the pitfalls

- Significance testing: choose the appropriate test to find out whether results are significant

Assessment

Grading will be based on two components:

Daily Assignments 30%: class participation, discussions

Exercises in class: 70%

Prerequisites

There is no particular pre course requirement. Students must be able to ask critical questions and to adapt what is taught in the courses on some real-life examples.

False implicature:

http://www.fcs.m.gov/09papers/Redline_IX-B.pdf