

MARKETING QUANTITATIF

Level: Bachelor's Year 3

Programme: All

Semester: 5

Teaching Hours: 18 hours of Lectures

Instructor: Didier PICHON

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Course Objectives:

This course enables students to grasp the concept of quantitative marketing, trace its evolution, understand its limitations and the necessary precautions to be taken. It also clarifies the key distinction between surveys and experiments.

Course Syllabus:

- Fields of application of marketing, the role of marketing within the organisation (the marketing approach, evolution of marketing)
- Marketing research: general methodology, objectives, different types of studies, qualitative vs quantitative research
- Quantitative research: definition and objectives
- Questionnaire design: structure, different types of questions, administration methods, and pre-testing
- Analysis of results: one-way and cross-tabulations, data processing, and reporting
- Sharing research findings: confidentiality considerations; usage and attitude studies; brand image studies
- Consumer panels and test markets
- Distinction between surveys and experiments
- Demand forecasting: visual extrapolation, least squares method, correlation analysis, seasonal adjustment coefficients, Mayer's method, extreme points method, constant vs current euros
- Pricing policy: objectives and constraints. Price-setting: cost-based pricing, profitability threshold, break-even point, mark-up pricing, demand-based pricing, and price elasticity

Learning Outcomes:

Students will understand the strategic importance of marketing within an organisation, be able to design and conduct rigorous and effective surveys, and communicate research findings while respecting confidentiality requirements. Students will also be able to contribute to pricing decisions based on internal cost constraints and customer price sensitivity.

Assessment Method: Continuous Assessment

- One mid-term multiple-choice questionnaire
- One final assignment in the form of a business case study