

DECISION TOOLS: STATISTICS AND MARKET RESEARCH

LEVEL: MASTER 1

PERIOD: SEMESTER 1

LANGUAGE: EN

ECTS: 3

TEACHER/COORDINATOR: AMAR DJOUAK



1-Main objectives

This unit aims to put knowledge acquired in the field of statistics and marketing at the service of a specified problem. The scope may apply to agriculture, agri-food, environment or landscape fields of study. This approach will enable students to put into practice the acquired knowledge to analyze and solve a given problem.

2-Skills developed

To carry out a quantitative survey, for example in the context of a market study, from planning to statistical analysis and results synthesis.

3-General content

- › Quantitative surveys: methodology and tools
- › Descriptive and inferential statistics
- › Putting into practice acquired notions by carrying out a case study (survey)

4- Evaluation

Oral group exam