



Cours Marketing

26 et 27 juin 2013

Salle J 323

Mercredi 26 juin 2013, Jeudi 27 juin 2013

9h00 – 13h [Jens Högrevé](#), *Catholic University of Eichstaett-Ingolstadt* :
« Introduction aux méthodes de l'économie expérimentale et de l'expérimentation en Marketing »

Crafting Experiments in Marketing Research: The use of experiments to uncover causal relationships has a rich history in services marketing over the last three decades. Experiments afford researchers the opportunity to study the effects of an independent variable on a dependent variable – by manipulating the independent variable and observe what effect, if any, this has on the dependent variable. The central premise is that changes in the value of the dependent variable are at least in part caused by changes in

the independent variable. In this seminar the participants will learn how to craft experiments. In addition, students get to now and practice different experimental designs options. Last we will discuss papers using experiments and discuss publications strategies.