

Cours	Enseignants	★ S1	🌱 S2	★ S3	🌱 S4	Examen	Crédits	
Master of Arts in Public Opinion and Survey Methodology								TOTAL 90
Compulsory courses								TOTAL 46
Theoretical foundations of SRM and of opinion formation								TOTAL 14
Analysis of social structure and social behaviour (UniLu)		2ph	2ph			controle continu	4	
Approaches and methods in consumer research (UniLu)		2ph	2ph			controle continu	4	
The field of survey research methodology (UniL)		2ph	2ph			controle continu	3	
Social psychology of opinion formation (UniL)			2ph		2ph	controle continu	3	
Survey research methodology								TOTAL 16
Survey research methods and data production (UniL)		2ph	2ph			controle continu	3	
Introduction to survey statistics (UniNe)	B. Hulliger		4ph		4ph	écrit	6	
Questionnaire development and questionnaire design (UniL)			2ph		2ph	controle continu	3	
Survey research methods in context: quality and comparison issues (UniLu)			2ph		2ph	controle continu	4	
Analyzing and presenting survey data								TOTAL 16
Introduction to data management and statistical software (UniNe)	Y. TILLE	2ph		2ph		controle continu	3	
Statistical analysis for survey research (UniNe)	M. Langel	4ph		4ph		écrit	6	
Exploratory techniques, data visualization and data presentation (UniL)			2ph		2ph	controle continu	3	
Factorial methods and cluster analysis (UniLu)			2ph		2ph	controle continu	4	
Mémoire/Stage avec rapport								TOTAL 30
Master Thesis			1		1	mémoire / dissertation	30	
Internship with report			1pg		1pg	rapport	30	