

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM318	Public Opinion Research	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
1	Presentation of the course and the content; introduction
2	Definiton of polls and their use in social sciences
3	Concept of scientific research and its phases; types of polls
4	Desk research, cases/examples
5	Qualitative method and techniques (1)
6	Qualitative method and techniques (2), cases/examples
7	Exam
8	Quantitative method and techniques (1)
9	Quantitative method and techniques (2), cases/examples
10	Sample and sampling techniques
11	Digital research techniques for social sciences, cases/examples
12	Evaluation and presentation of research results
13	Students' presentations
14	Students' presentations