



**Virginie Chauchoy**

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Lecturer - Speciality: Marketing

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Virginie Chauchoy has been on the faculty for 25 years. Her primary teaching area is statistics applied to marketing. Within the marketing faculty of BBA EDHEC (formerly ESPEME), she has been in charge of marketing courses from 1997 to 1999, then responsible for the pedagogies in the two first years in 1999. Later, she was in charge of student admissions from 2000 to 2002. She then became head of academic affairs and student life from 2003 to 2006 and responsible for scheduling in Edhec's bachelors programme from 2006 to 2010.

## EDUCATION

1993	<b>D.E.S.S.</b> in Applied Quantitative Methods, University of Lille III
1992	<b>Maîtrise</b> A.E.S. (Administration Economique et Sociale), University of Lille III
1990	<b>DEUG</b> M.A.S.S. (Mathématiques Appliquées aux Sciences Sociales), University of Lille III

## TEACHING EXPERIENCE

2010 – Present	<b>Lecturer</b> in Statistics applied to Marketing, Marketing Department, EDHEC Business School, Lille
2006 - 2010	<b>Assistant professor</b> , Marketing Department, EDHEC Business School, Lille
1997 - 2006	<b>Assistant professor</b> , Marketing Department, BBA EDHEC (formerly ESPEME), Lille
1996	<b>Teaching</b> in statistics, DEUG A.E.S., University of Artois of Arras
1994 - 1997	<b>Assistant Professor</b> , Marketing Department, EDHEC Business School, Lille

## TEACHING SPECIALITIES

- Statistics applied to marketing
- Market studies
- Data analysis

## TEACHING MATERIALS / AUTHORED CASES

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**VG'Terrien : Un food truck au service de la cause animale**, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2019.

**Application Viva Moda : A la recherche d'une formule dédiée aux hommes**, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2017.

**Atavik : Du bon sens sur le marché de l'alimentation pour chiens et chats**, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2016.

**Energy drinks : Consumption and perception of young people**, published in English, Centrale des Cas et Média Pédagogiques, Paris, 2015.

**Boissons énergisantes : consommation et perception des jeunes**, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2015.

**Prix Top cas 2016 – Analyse quantitative/Statistiques**

**MOOC Techniques quantitatives de gestion**, CNED, Paris 2014

**Mobi-Liste**, l'application mobile comme outil de simplification des achats, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2013.

**Chronodrive**, face au développement du Drive, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2012.

**La perception des labels en cosmétiques biologiques**, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2012.

**Coffret cadeau Bébé Folies, Youkado**, published in French, Centrale des Cas et Média Pédagogiques, Paris, 2011.