



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



MARKET RESEARCH And Analysis



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON
MAKING THE DIFFERENCE



Course Introduction:

This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions.

Course Objectives:

Upon completion of the course, participants will be able to:

- Explain how research can be used to identify and solve marketing problems.
- Cite the ways in which the Internet is used in marketing research.
- Identify a research problem and objective.
- When and how to use both qualitative and quantitative research designs.
- Explain how to use secondary research to answer marketing questions.
- Discuss probability and nonprobability samples are used.
- Create research questionnaires using different types of questions and scales.
- Explain the concepts of data analysis, interpretation and presentation.

Who Should Attend?

Any marketer seeking to improve their organization's market and economic performance including those with specific market research or competitor intelligence responsibilities.

Course Outline:

Marketing and Marketing Research Overview

Marketing fundamentals and how they affect business success

- Marketing mix
- Product lifecycle
- Market segmentation
- Targeting and positioning

The role of marketing research as an information aid that guides decision making

Steps in the marketing research process

Identifying the business issue

Defining the research scope and developing research hypotheses

Custom research vs. syndicated services

Three types of research design: exploratory, descriptive and causal

Primary vs. secondary research techniques and when to use each

Advantages and disadvantages of various data collection methods:

- Qualitative research techniques: observation, focus groups, depth interviews
- Quantitative research techniques: Internet surveys, mail surveys, phone surveys, in-person

Key elements of marketing research proposals

Practical applications of marketing research

Sampling Process and Sample Plans

Reasons for sampling

Sampling methods:

- Probability techniques: random sampling, systematic sampling and stratified sampling
- Non-probability techniques: convenience, judgement, quota, panel and referral

Specialized sampling techniques: disproportionate, double sampling and validation

Types of error in consumer sampling

Steps in developing a sample design plan

"Rep" consumer samples

Methods for determining sample size

- Approaches: Arbitrary, conventional, cost basis, statistical analysis, confidence interval

Practical considerations in establishing sample size

- Precision, reliability and validity
- Confidence intervals for means and proportions

Sources of consumer samples for various research techniques

Focus Groups

Key benefits of focus groups and when to use them

Disadvantages of focus groups

Online focus groups vs. traditional focus groups

Focus group selection criteria

- Focus group composition
- Recommended size of focus groups
- Recruitment and selection of focus group participants
- How to determine the appropriate number of groups
- Selecting appropriate markets for groups

Creating effective focus group discussion guides

Focus group moderators:

- Role and responsibility
- Tips for choosing a moderator
- Techniques moderators use to run successful groups

Focus group analysis

- Pointers for summarizing focus group sessions

Questionnaire Design

Steps in the questionnaire design process

Major differences between mail, phone and Internet questionnaires

Question design:

- Suggestions for question wording
- Common mistakes in writing questions and how to avoid them

Questionnaire organization and question sequencing

- Flowcharts
- Logical sequencing
- Common approaches to question flow

Question formats and considerations in selecting the appropriate one

- Open-ended, closed-ended (dichotomous vs. multichotomous) and scaled questions

Levels of measurement scales and why they're important

- Nominal, ordinal, interval and ratio measures

Scaled response attitudinal measurement techniques

- Modified Likert scale
- Semantic differential scale
- Graphic rating scales
- Itemized rating scales
- Stapel scales
- Percentage scales
- Paired comparisons
- Ranking vs. constant sum technique

Considerations in selecting the types of questions to use

Types of bias and how they can be avoided

Designing effective Internet survey instruments

- Checklist of recommended do's and don'ts

Data Analysis and Communicating Research Results

Stages of data processing

Major elements of a tabulation plan

Preparing data for tabulation

- Editing, cleaning and coding specifications
 - Developing master code lists for open-ended responses
 - Methods used for missing responses
- Base considerations
- Stub and banner specifications
- Marginals
- Cross-tabulation nomenclature
 - Direction of percentaging: vertical vs. horizontal

Weighting and sample balancing considerations and techniques

Summarizing research results:

- Four types of bases
- Principles to follow when classifying responses
- Analytical methods for summarizing data and their appropriate uses:
 - Frequency distributions, percentages
 - Measures of central tendency: mean, median, mode
 - Measures of dispersion: range, variance, standard deviation
 - Indices

Statistical inference

- Confidence intervals, hypothesis testing and significant differences
 - Directional and non-directional hypothesis testing
 - Z test for the differences between two means and proportions

Tips on ways to effectively communicate research findings:

- Oral presentations and written summaries of research results
 - Presenting facts and offering actionable recommendations

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session