



Course 1: LEARNING YOUR ABC'S IN MARKETING RESEARCH

What is the value of marketing research, how is it done and how is it used?

Day 1: The Research Process

Session 1:	<p>Overview of Marketing Research 8:30 - 9:00am</p> <p>Mr. Nicco De Jesus Director for Insights-GroupM</p> <ul style="list-style-type: none"> • The role of marketing research in marketing management • The value of consumer understanding • The future of marketing research practice
Session 2:	<p>Business Ethics in Marketing Research 9:00 - 9:30am</p> <p>Mr. Alden Castañeda Freelance Practitioner</p> <p>Coffee Break 9:30 – 9:45 am</p>
Session 3:	<p>Research Design 9:45 – 12:00 pm</p> <p>Dr. Eduardo Roberto Professor-Asian Institute of Management</p> <ul style="list-style-type: none"> • Planning the research: purpose, objective approach • Designing based on marketing issues • Different types of research and when to use • A glimpse of new techniques • Concept and Product Use Test <p>Lunch 12:00 – 1:00pm</p>
	<p>Session 4: Qualitative Research 1:00 – 2:30 pm</p> <p>Ms. Ma. Carisa Lamar Director Qualitative Research-TNS Philippines</p> <ul style="list-style-type: none"> • Definition, role, when to use • Steps in qualitative research • Approaches and techniques (incl.Projective) • Guide to conduct FGD
Session 5:	<p>Sampling 2:30 – 3:30 pm</p> <p>Ms. Bettie Gobencion, Director-Measurement Services The Nielsen Company</p> <ul style="list-style-type: none"> • Definition and value of sampling • Steps in sampling • Different types of sampling procedures • Challenges to sampling

COFFEE 3:30 – 3:45pm

- Session 5: Questionnaire Design** 3:45 – 5:00 pm
Ms. Carole Ann Sarthou
Managing Director, Synovate, Inc.
- Structuring the questionnaire (flowchart, lay-out)
 - Determining types of questions, wording, translating; Rating scales
 - Pre-testing

DAY 2: Data Collection and Management/ Analysis and Insight Generation

- Session 6: Data Collection** 8:30 - 10:00 am
Mr. Ferdinand Frejas
Managing Partner, Good Thinking Research, Inc.
- Data Collection methods (traditional and future)
 - Enhancing fieldwork quality and productivity
 - Fieldforce training and management
 - Practical guide to observing fieldwork

COFFEE BREAK 10:00 - 10:15 am

- Session 7: Basic Data Analysis and Report Writing** 10:15 - 12:15 pm
Mr. Jose Mari (JV) Villabroza
Research Director, TNS Philippines
- Selection of analytical technique
 - Different levels of measurement
 - Descriptive vs Inferential analysis
 - Case Study sample analysis

LUNCH 12:15 -1:15 pm

- Session 8: Insight Generation** 1:15 – 2:45 PM
Ms. Melissa Baron
Managing Partner-Goodthinking Research Inc.

Coffee Break 2:45 – 3:00 pm

Workshop 3:00 – 5:00pm