



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: Overview of Marketing Research	8:30 - 9:00am
<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: Business Ethics in Marketing Research	9:00 - 9:30am
Coffee Break	9:30 – 9:45 am
Session 3: Research Design	9:45 – 12:00 pm
<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 	
Lunch	12:00 – 1:00 pm
Session 4: Qualitative Research	1:00 – 2:30 pm
<ul style="list-style-type: none"> • Definition, role, when to use • Steps in qualitative research • Approaches and techniques (incl. Projective) • Guide to conduct FGD's 	

Session 5: Sampling **2:30 – 3:30 pm**

- 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**

- Structuring the questionnaire (flowchart, lay-out)
- Determining types of questions, wording, translating; Rating scales
- Pre-testing

DAY 2: Focus on Specific Types/Research Application

Session 6: Data Collection **8:30 - 10:00 am**

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- 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**

- Selection of analytical technique
- Different levels of measurement
- Descriptive vs Inferential analysis
- Case Study sample analysis

LUNCH 12:15 -1:15 pm

WORKSHOP 1:15 – 5:00 PM