



TIMELY
RESPONSE






EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Marketing Research and analysis



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Marketing Research and analysis

Introduction:

The fundamental concepts and stages of marketing research provided within an overall structural framework, including: how to integrate stages, carry out research in a scientific manner, read and analyse research reports, apply research skills.

Who Should Attend?

This course is designed for professionals in any business or functional area that require a top-level understanding of marketing in order to make informed strategic business decisions for their companies. This includes people involved in making decisions about products and services, pricing, promotion and placement; those who need to interact with the marketing function and its managers; or those working in small organizations or business units without a formal marketing team. Entrepreneurs and executives who need strategic marketing knowledge to inform product planning and positioning will also benefit from this course.

Personal Impact

This course aims to provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students enrolled in this course have a basic understanding of marketing terminology and concepts.

Organizational Impact

Business market research is the process of collecting data to determine whether a particular product/service will satisfy the needs of your customers. With effective

market research, your company can gain invaluable information about your competitors, economic shifts, demographics, the current market trends and the spending traits of your customers.

Training Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussions

Course Objectives:

The emphasis in this course is on marketing research as an aid to management decision-making. Accordingly, it primarily is intended for prospective users of research results, rather than for specialists in research. However, the latter group, if intending to continue on to Advanced Marketing Research (MKTG 302), will benefit through a better understanding of the needs of clients and the range of possible applications

By the end of this course, delegates will be able to:

- Display problem analysis skills and an ability to translate a management problem into a feasible research question.
- Demonstrate a working knowledge of the concepts and methods of marketing research.
- Recognise with an increased sensitivity the biases and limitations of marketing data.
- Show an understanding of questionnaire design and sampling theory.

- Demonstrate competency with the SPSS statistical software package and the ability to use SPSS to enter marketing data, conduct various types of statistical analyses and interpret their outputs.
- Exhibit an understanding of qualitative and quantitative research methods and their application to marketing research.

Course Outline:

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