



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



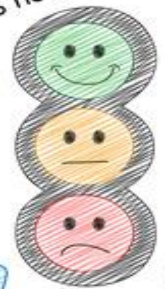
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



Advanced Marketing
Research



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Advanced Marketing Research

Introduction:

This course focuses on the more technical components of marketing research analysis and reporting. The course covers a number of aspects of quantitative market research such as advanced questionnaire design skills, online research methods and more advanced statistical analysis of marketing research data (including many multivariate methods). Attendees gain practical experience with the entire marketing research process through applied assignments.

Goals of the Course

The emphasis in this course is on thoroughly understanding marketing research techniques and the compilation of a marketing research project. Accordingly, it primarily is intended for individuals interested in specializing in marketing research. Students taking this paper will benefit through a better understanding of the needs of clients and the range of possible applications of marketing research.

Course Objectives:

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

- Integrate the components of marketing research into the marketing research process;
- Undertake individual stages of the marketing research process in a scientific manner;
- Have an in-depth understanding of the principles of survey design and online survey methods;
- Understand the flow and components of a data analysis strategy;
- Understand the assumptions and techniques of multivariate research methods;

- Analyze and interpret the results from various multivariate techniques.

Course Outline:

- Introduction to Advanced Marketing Research. Qualitative and quantitative research methods. Sampling methods.
- Assignment briefing. Questionnaire design, reliability and validity. Online survey methods.
- Data preparation, and basic data analysis (chi-square/t-tests) and data presentation (graphing).
- Identifying relationships between continuous marketing variables (regression and correlation).
- Analysis of Variance (ANOVA) and Analysis of Covariance (ANCOVA).
- Term Test
- Market segmentation (cluster analysis).
- Reducing the collected data into manageable information (factor analysis).
- Assignment 2 working session.
- Presenting research information, course review and exam preparation.
- Student research presentations.
- Market Research Day.