

Finding out about Market Research

Course Ref: MK4

Course aims:

- To introduce delegates to the techniques of Market Research
- To recognise how to decide what information you need
- To show how to t a viable questionnaire
- To help delegates apply the techniques in a practical way

Benefits of attending:

- High quality training by experienced marketing professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

Outline of programme:

In this training course the following topics will be covered:

- What is market research and why is it important?
- The market research process
- How to set objectives for your market research needs
- How to plan for your market research
- How to collect the information you need
- Using other people's work - desk research
- How to design and use questionnaires
- How to use the telephone for interviewing
- How to analyse the information you have collected
- What it all means, and how to use the conclusions

Duration:

This course normally operates as a 1-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Marketing, Putting the Profit into PR, Managing the Customer, and Analysing the Effectiveness of Marketing Tools