



PRACTICAL MARKETING RESEARCH

DETAILED COURSE OUTLINE

Practical Marketing Research

SESSION 1: RESEARCH FRAMEWORK FOR FINDING INSIGHTS

- The mission of insights based research
- Definition of an insight and how do we find insights
- Translating decisions into information needs and a decision oriented research framework
- Case studies of use and misuse of research
- Workshop exercise

SESSION 2: SAMPLING VS NON-SAMPLING ERRORS AND DATA TYPES

- Types of research errors and how to minimize them
- Non sampling vs sampling errors
- Non-response and non-coverage errors
- Types of data including primary vs. secondary research and when to use each
- Workshop exercise

SESSION 3: SELECT TARGET POPULATION

- How to select your target population
- Formulae for computing sample size and the relationship between the factors which influence the sample size and plan
- How to work with sample providers and other types of sample providers
- Incidence – what does it mean and how does it impact our studies
- Workshop exercise

SESSION 4: DESIGN CONSIDERATIONS: QUALITATIVE RESEARCH

- Basic research design considerations
- Types of qualitative research include agile research, human centric design, design thinking and persona based research.
- When to use qualitative research and key design considerations for qualitative research studies
- Observational research considerations

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SESSION 5: DESIGN CONSIDERATIONS: QUANTITATIVE ANALYSIS

- Various data collection methods: mobile, in-person, Internet and other options and when to use each and their pros and cons
- Selecting the best method for design flexibility, data quality, respondent selectivity and operational efficiency
- Multimode and hybrid research techniques; including text analytics, AI, machine learning and other emerging techniques
- How to create an analysis plan
- Levels of measurement

SESSION 6: BEST PRACTICES FOR DESIGNING QUESTIONNAIRES

- Systematic planning - flowcharting and design guidelines
- Framework for deciding question structure and wording including a checklist of do's and don'ts for developing a questionnaire
- Question types including open vs. close-ended questions, multiple choice, ranking procedures, rating scales, constant sum
- Workshop exercise

SESSION 7: DATA ANALYSIS PLANNING AND EXECUTION

- A decision framework and flowcharts for selecting the best statistical procedures for various situations commonly encountered in marketing research
- Estimating population characteristics from sample data
- Crosstabs, summary statistics, interpretation and use of significance tests, correlations and multivariate techniques

SESSION 8: COMMUNICATING RESEARCH RESULTS

- Recommendations for effectively presenting actionable information to decision makers
- Incorporating insights work sessions into your reporting process
- Suggestions for organizing the research report
- Proper use of tables, charts, graphs, and maps
- Final workshop: Bringing it all together