



The Advanced Market Research Course Process, Data & Methods

02 – 06 December 2024

Istanbul - Turkey

Introduction

In the contemporary corporate landscape, understanding market dynamics is pivotal. 'A Concise Training to Market Research' bridges this need, providing a comprehensive market research guide tailored to leverage IBM SPSS Statistics. The course integrates advanced market research techniques, addressing both quantitative & qualitative market analysis. This unparalleled IBM SPSS market analysis course offers in-depth SPSS statistics for marketing, illuminating how to conduct market research using SPSS effectively.

Target Audience:

- Market Analysts
- Marketing Strategists
- Data Scientists focused on Marketing
- Business Development Executives
- Consumer Behavior Analysts
- Product Managers

Targeted Organizational Departments:

- Marketing & Strategy
- Business Development
- Market Research & Analysis
- Data Analytics

Targeted Industries:

With ever-evolving consumer preferences, industries such as Retail, E-commerce, FMCG, and Tech would immensely benefit from the course. Regulatory nuances in Healthcare, Financial Services, and Real Estate make understanding market research crucial.

Course Offerings:

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

- IBM SPSS market analysis
- Quantitative & qualitative market analysis techniques
- Comprehensive market research guide principles
- SPSS statistics for marketing
- Advanced market research techniques using SPSS

Training Methodology:

A balanced amalgamation of theoretical understanding and practical application, this course emphasizes real-world SPSS market research case studies. Engaging interactive sessions, hands-on SPSS tutorials, and group work centered on real marketing challenges ensure holistic learning. Regular feedback sessions, fortified with data collection & analysis in market research, further the learning curve.

Course Toolbox:

- Market Research Workbook with SPSS Templates
- Comprehensive Market Research Guide e-Book
- Access to online resources: tutorials, case studies, & datasets
- Checklist: SPSS Market Research Best Practices
- SPSS for Marketing Analysis e-manual

Course Outline

Day One

Understanding the Basics:

- Topic 1: Introduction to Market Research
- Topic 2: The Nature of Markets
- Topic 3: Ethical Considerations in Market Research
- Topic 4: Basics of Data Collection
- Topic 5: Market Research Tools and Techniques
- Reflection & Review: Insights and Key Learnings from Day 1

Day Two

The Process and Types of Data:

- Topic 1: The Market Research Process
- Topic 2: Types of Data: Primary vs. Secondary
- Topic 3: Quantitative and Qualitative Data Distinctions
- Topic 4: Data Collection Methods
- Topic 5: Measurement and Scaling
- Reflection & Review: Importance of Structured Research and Data Types

Day Three

Gathering and Describing Data:

- Topic 1: Accessing and Utilizing Secondary Data
- Topic 2: Primary Data Collection Techniques
- Topic 3: The Workflow of Data Processing
- Topic 4: Introduction to Data Analysis Tools (e.g., SPSS)
- Topic 5: Basics of Descriptive Statistics
- Reflection & Review: Deep Dive into Data Gathering and Description

Day Four

Hypothesis Testing and Regression Analysis:

- Topic 1: Fundamentals of Hypothesis Testing
- Topic 2: Dive into ANOVA
- Topic 3: Basics of Regression Analysis
- Topic 4: Conducting and Interpreting Regression
- Topic 5: Data Requirements for Regression Analysis
- Reflection & Review: Exploring Hypothesis and Regression Analysis

Day Five**Advanced Analysis and Recap:**

- Topic 1: Factor Analysis Overview
- Topic 2: Principal Components Analysis
- Topic 3: Advanced Data Interpretation Techniques
- Topic 4: Review of Key Analysis Methods
- Topic 5: Market Research Recap and Summary
- Reflection & Review: Final Thoughts and Future Learning Goals

How This Course is Different from Other Market Research Courses:

At the heart of this offering is a fusion of traditional market research methods and advanced SPSS techniques. Unlike generic courses, it is meticulously tailored for modern-day challenges, bringing together quantitative & qualitative market analysis. Real-world SPSS market research case studies provide an edge, ensuring practical applicability. It isn't just another course; it's a comprehensive market research guide.

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

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|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **4,950 USD**
**VAT is Excluded If Applicable*