

Market Research 101: A 4-Week Power Program

Designed to help anyone looking for a strong foundation in market research concepts and jargon, even those entirely new to the profession. Instructors use fun exercises to enhance comprehension and retention of market research lessons. This program meets once a week, for a total of four 90 minute sessions.

Day 1: Key definitions and concepts	• Key definitions & Concepts
	• The Profession: Clients & Suppliers
	• A Sample Project Timeline
	• Keys to Successful Planning
	• Timeline Risks
	• Budget Risks
	• <i>Video Interview</i>
Day 2: Choosing the Best Method	• Methodology Options
	• Specify Good Objectives
	• Time & Budget Considerations
Day 3: Project Parameters	• Review
	• Identify Qualitative Research Projects Parameter
	• Identify Quantitative Research Project Parameters
Day 4: Deliverables & More	• Packaging Results: Common Deliverables
	• How to Mitigate Common Challenges
	• Market Research Myths...Corrected

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.