

Secondary Research 101: Sources and Techniques

Part 1: Assessing the Value of Secondary Data	<ul style="list-style-type: none"> • What Is Secondary Data?
	<ul style="list-style-type: none"> • Why Use Secondary Data?
	<ul style="list-style-type: none"> • Advantages/Disadvantages
Part 2: Sources of Secondary Data	<ul style="list-style-type: none"> • Secondary Data Taxonomy
	<ul style="list-style-type: none"> • Census Data
	<ul style="list-style-type: none"> • Analyst Reports
	<ul style="list-style-type: none"> • Other Publications
	<ul style="list-style-type: none"> • Media Consumption Data
	<ul style="list-style-type: none"> • CPG/OTC Coupon Clearinghouse Data
Part 3: Using Secondary Data to Augment Primary Research	<ul style="list-style-type: none"> • Mini Case Study
	<ul style="list-style-type: none"> • Putting Data Sources in Context
Part 4: Secondary Data Reporting	<ul style="list-style-type: none"> • Secondary Research Reporting Style Guide
	<ul style="list-style-type: none"> • Reporting Examples

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