

The Advanced Market Research Course: Process, Data & Methods

8 – 12 February 2027
Paris

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Ref: 23_11852 **Date:** 8 – 12 February 2027 **Location:** Paris **Fees:** 5700 Euro

The Advanced Market Research Course: Process, Data & Methods Overview:

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 Agenda:

Day 1: 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

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Day 2: 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 3: 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 4: 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 5: 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.