



The Advanced Market Research Course: Process, Data & Methods

17 - 21 Aug 2026
Abu Dhabi



The Advanced Market Research Course: Process, Data & Methods

Ref.: 23_74805 **Date:** 17 - 21 Aug 2026 **Location:** Abu Dhabi **Fees:** 4500 **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

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

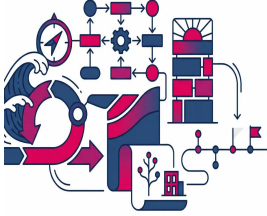
Day 5: Advanced Analysis and Recap

- **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.

Training Course Categories



Agile PM and Project Management Training Courses



Certified Courses By International Bodies



Communication & Public Relations Training Courses

Communication and Public Relations Training Courses



Data Analytics Training and Data Science Courses



Environment & Sustainability Training Courses



Finance and Accounting Training Courses



Governance, Risk and Compliance Training Courses



HR TRAINING & DEVELOPMENT

Human Resources Training and Development Courses



IT Security Training & IT Training Courses



Leadership and Management Training Courses



PROCUREMENT LEGAL TRAINING CONTRACTING COURSES

Legal Training, Procurement and Contracting Courses



Maintenance Training and Engineering Training Courses

Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



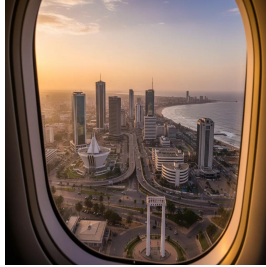
Secretarial and Administration Training Courses



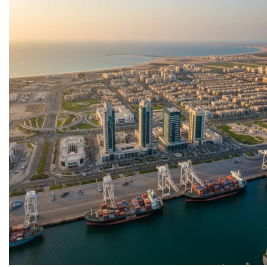
Training Cities



Abu Dhabi - UAE



Accra - Ghana



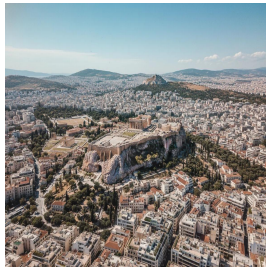
Al Jubail - Saudi Arabia



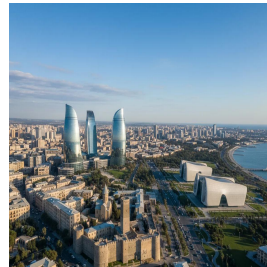
Amman - Jordan



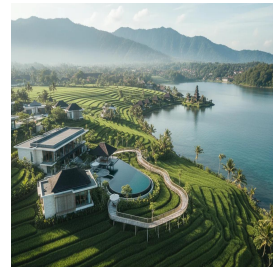
Amsterdam - Netherlands



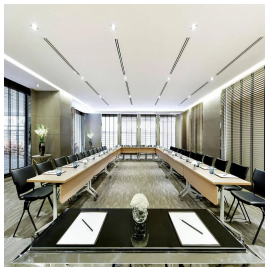
Athens - Greece



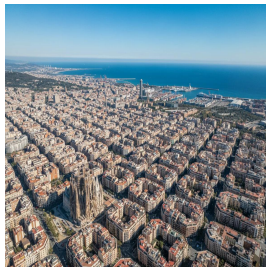
Baku - Azerbaijan



Bali - Indonesia



Bangkok - Thailand



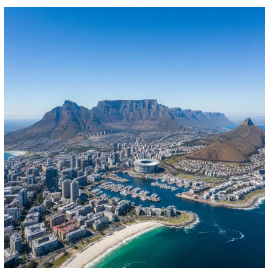
Barcelona - Spain



Berlin - Germany



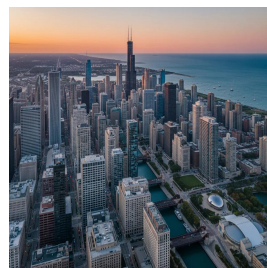
Cairo - Egypt



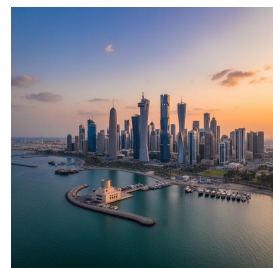
Cape town - South Africa



Casablanca - Morocco



Chicago - USA



Doha - Qatar



Training Cities



Dubai - UAE



Frankfurt - Germany



Geneva - Switzerland



Istanbul - Turkey



Jakarta - Indonesia



Johannesburg - South Africa



Kuala Lumpur - Malaysia



Kuwait - Kuwait



Langkawi - Malaysia



Lisbon - Portugal



London - UK



Madrid - Spain



Manama - Bahrain



Marbella - Spain



Milan - Italy



Montreux - Switzerland



Training Cities



Munich - Germany



Muscat - Oman



Nairobi - Kenya



New York - USA



Nice - France



Paris - France



Phuket - Thailand



Porto - Portugal



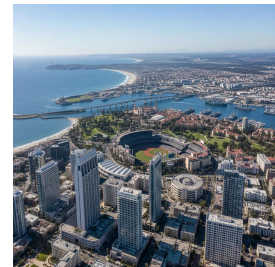
Prague - Czech Republic



Riyadh - Saudi Arabia



Rome - Italy



San Diego - USA



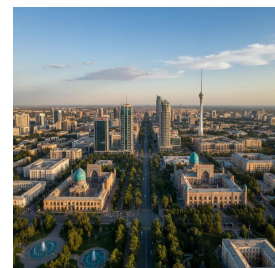
Seoul - South Korea



Sharm El-Sheikh - Egypt



Singapore - Singapore



Tashkent - Uzbekistan



Training Cities



Tbilisi - Georgia



Tokyo - Japan



Toronto - Canada



Trabzon - Turkey



Vienna - Austria



Zanzibar - Tanzania



**Zoom - Online
Training**