



The Advanced Market Research Course: Process, Data & Methods



AGILE LEADERS
Training Center



The Advanced Market Research Course: Process, Data & Methods

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

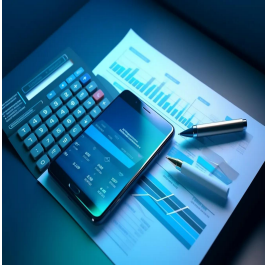
Day 2: The Process and Types of Data

- **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



Training Course Categories

Day 3: Gathering and Describing Data



Using a
Primary Data
Workflow
Production
of Data
Review



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Day 4: Hypothesis Testing and Regression Analysis

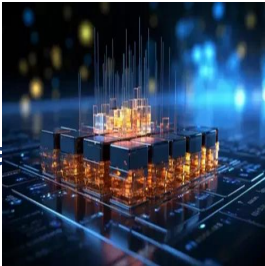
Accounting Training
Courses

Management Training
Courses

International Bodies

Communication and
Public Relations
Training Courses

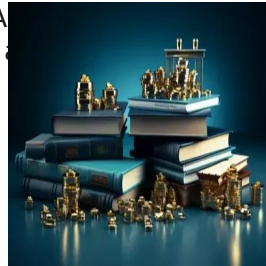
- **Topic 1:** Fundamentals of Hypothesis Testing
- **Topic 2:** Dive into ANOVA
- **Topic 3:** Basics of Regression Analysis
- **Topic 4:** Conducting and Interpreting Regression



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Data Analytics Training
and Data Science

Environment &
Sustainability Training
Courses

Governance, Risk and
Compliance Training
Courses

Human Resources
Training and
Development Courses

- **Topic 3:** Advanced Data Interpretation Techniques
- **Topic 4:** Review of Key Analysis Methods
- **Topic 5:** Market Research Reports and Summary
- **Reflection & Review:** Final Thoughts and Future Learning Goals

How This Course is Different from Other Market Research Courses



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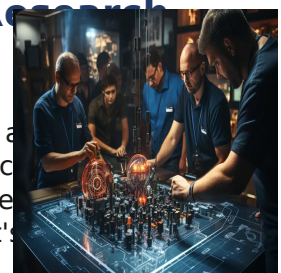
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IT Security Training & IT
Training Courses

Leadership and
Management Training
Courses

Legal Training,
Procurement and
Contracting Courses

Maintenance Training
and Engineering
Training Courses



Training Course Categories



Marketing, Customer Relations, and Sales Courses



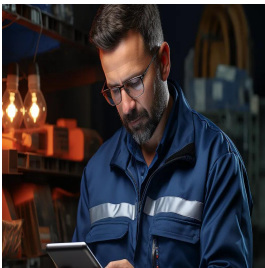
Occupational Health, Safety and Security Training Courses



Oil & Gas Training and Other Technical Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



Secretarial and Administration Training Courses



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Barcelona - Spain



Cairo - Egypt



Cape town - South Africa



Casablanca - Morocco



Doha - Qatar



Dubai - UAE



Geneva - Switzerland



Istanbul - Turkey



Jakarta - Indonesia



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Langkawi - Malaysia



London - UK



Madrid - Spain



Manama - Bahrain



Milan - Italy



Nairobi - Kenya



Paris - France



Phuket - Thailand



Prague - Czech Republic



Rome - Italy



Sharm El-Sheikh - Egypt



Tbilisi - Georgia



Tokyo - Japan



Vienna - Austria



Zanzibar - Tanzania



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Training Cities



**Zoom - Online
Training**

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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