

Marketing Research Expert Level Certification



What participants will learn

- Participants will be able to execute processes associated with planning and executing a marketing research project including understanding the research problem; deciding a suitable research design; collecting, processing, and analyzing data required to solve the problem; interpreting data; and presenting the findings/recommendations of the research project to the key decision makers.
- SMstudy Certified Marketing Research Experts are experienced facilitators who ensure that appropriate assessment tools are used to measure factors that can help drive better corporate decision-making, and in turn more decisive marketing actions.

Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- SMstudy Certified Marketing Research Expert certification by SMstudy

Examination Guidelines

An online proctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 180 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 240 minutes duration

Audience Profile

This certification is appropriate for Sales and Marketing Professionals and Specialists who are interested in becoming a Marketing Research Expert.

Prerequisites

The candidate should have minimum of 5 years work experience. It is preferable to complete the SMstudy® Certified Marketing Strategy Specialist and study all processes from the SMstudy Guide – Introduction and Marketing Strategy book before applying for the SMstudy® Certified Marketing Research Expert. It is also mandatory to gain 40 mandatory educational hours by attending Marketing Research Expert classroom training provided by a SMstudy approved Authorized Training Partner (A.T.P.) and produce professional recommendation.

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Course Outline

Introduction

- A Brief History of Marketing Research
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Marketing Research Overview

Define Research Problem and Choose Research Design

- Design Research Problem
- Choose Research Design

Data Collection

- Collect Secondary Data
- Collect Primary Data

Data Processing and Data Analysis

- Data Processing
- Data Analysis

Data Interpretation and Reporting

- Data Interpretation
- Reporting

Appendix

- Data
- Statistical Measurement of Data
- Probability
- Random Variables and Probability Distributions
- Sampling Distributions
- Methods of Least Square
- Analysis with Statistical Package

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.