MARKET FIELD RESEARCH

Theory & Practice



Day 1

Session 1: Introduction to Market Research: (Duration 3 hours)

- What is market research?
- Purposes of market research
- Types of market research
- Market research methods

1

Session 2: Understanding Market Research: (Duration 3 hours)

- Primary Market Research – Advantages and Limitations
- Secondary Market Research – Advantages and Limitations
- Market Research Design
- Qualitative Market Research Methods
- Quantitative Market Research Methods
- Market Research – Mixed Method

2

Session 3: Market Research Methods in Practice: (Duration 3 hours)

- What kind of skills are required for Market Research?
- Components of Market Research
- Sampling for Market Research
- How big should be a sample for Market Research?
- Factors affecting Market Research Sample Size

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Day 2

Session 1: Market Field Research – Qualitative Data Collection Techniques: (Duration 3 hours)

- Interviews
- Focused Group Discussion
- Observation
- Social Media Monitoring & Evaluations

1

Session 2: Market Field Research – Quantitative Data Collection Techniques: (Duration 3 hours)

- Survey Research
- Designing Survey Instruments
- Experiments and Field Trials

2

Session 3: Analysing Market Research Data: (Duration 3 hours)

- Coding Market Research Data
- Generating Themes and Categories from Market Research Data
- Using Data Analysis Software to Analyse Market Research Data
- Qualitative Software – NviVo and Atlas
- Quantitative Software – SPSS, Smart PLS, LISREL, AMOS,
- R-Statitics etc

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Day 3

Session 1: Writing a Good Market Research Report: – (Duration 3 hours)

- Structure of a Good Market Research Report
- Contents of a Good Market Research Report
- Examples of a Good Market Research Report – Discussion

1

Session 2: Meet Market Research Gurus – Guest Speakers: (Duration 3 hours)

- Guest Speaker Presentation
- Question and Answers

2

Session 3: Practice: (Duration 3 hours)

- Networking and Open Discussions

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