INTRODUCTION

Marketing managers make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs (defining and segmenting the market, selecting targets, positioning brands and products, implementing marketing programs...). Having access to accurate/actionable information is vital to optimize this decision making process, helping to minimize risks and maximize potential opportunities.

The purpose of Market Research is to assess the information needs and provide management with relevant, reliable and current information to identify marketing problems and opportunities. This is done through different methods and techniques related to the kind of data required.

Marketers should understand the utility of these techniques and know when and how to use them in order to efficiently manage their brands and products.

AIMS

After the module, the participant should be able to:

- Make decisions out of different market research reports
- Determine the appropriate methodology and objectives for a given managerial situation.
- Evaluate the appropriateness of different research methodologies for a given marketing problem.
- Transform data collected into actionable insights.
- Communicate results to the different stakeholders involved.

METHODOLOGY

Achieving the learning objectives requires participants to engage in individual study and reflection as well as playing an active role in group and class discussions.

Students are expected to pre-read each session's assigned materials (readings, cases, examples...) and come to class willing to share and discuss the concepts learnt as well bring their own relevant experience and perspective.

The course has been designed with a practical orientation from a market research user perspective. So, real-life examples and cases will illustrate the basic concepts and techniques. Those together with exercises will develop managerial skills.

EVALUATION

Evaluation will be based on:
- 60% Final exam.
- 40% Participation in class-quality and coherence.
BIBLIOGRAPHY


- ESOMAR: Market Research Explained - 2008