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Market Research Course

Email Contact: info@educba.com



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Course Overview

You get to learn the Fundamentals of Market Research, Research methodology, marketing research and international markets, consumer behavior in this comprehensive market research training.

We will first brief ourselves with the methodology of the subject in discussion and then move forward to understand the fundamentals of Market Research.

Market Research Skills

We learn the following skills:

Market Research & Research

Methodology – This course starts from the very basics of Market Research and explains you the various scientific methods in which you can carry the research.

Conjoint Analysis – This provides the learner with the most relevant techniques used in the real world by data analysts of companies around the world.

Course Features



Course Duration- 39 + Hours



Number of Courses



Verifiable Certificates



Lifetime Access



Technical Excellence

About Market Research

Market Research is basically an activity to gather information and collect data to cater in a better way to the customers need and requirement. It is an essential field that is used in many industries around the world.

With the enormous amount of data that we deal today in the market as in industries, government organizations, social media platforms, etc., it would be a plus point if one can develop the skill to sift through it all to provide significant insights and accordingly improve one's market strategy to cater in a better and more fulfilling way to the targeted consumers.

Market Research Course

This is a Bundle Course that includes complete in-depth Market Research Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Market Research professional.

Section 1. Research Process

- Research Process

Section 2. Types of research

- Types of research
- Distribution and Sales promotion

Section 3. Scope and significance of research

- Research as a decision making tool
- Scope and significance

Section 4. Scientific methods in research

- Characteristics of a good research
- Scientific methods in research

Section 5. Problems in Research

- Problems In Research Introduction
- Retailing And Cyber Marketing
- Research In Adverstising
- Research In Production
- Research In HR
- Sources Of Problem Identification
- Objectives of Research
- Concept of Measurement
- Errors In Measurement
- Techniques Of Measurement

Section 6. Sampling in RM

- Paired Comparison
- Rank Order
- Likert Scale
- Semantic Scale
- Sampling Desgins
- Smaple vs Census
- Basics Of Sampling Theory
- Define TG
- Factors In Sample Design
- Sample Size In MR
- Probability Designs

Section 7. Types of Sampling

- Simple and Random Sample and Stratified Sample
- Cluster
- Snowball Sampling
- Strength And Weakness Of Probab vs Non-Prob And Prob vs Non-Prob
- Secondary Sources
- Competitive Intelligence
- Primary Data
- Data Collection Intro
- Data Collection Methods And Constructing Q're
- Pilot Study

Section 8. Data processing

- Data And Data Processing
- Steps In Data Processing And Raw Data
- Tabulation And Analysis
- Report Writing, Significance of Report Writing And Mechanics of Report Writing
- Precautions For Writing Reports
- Oral Presentation

1

Flash:01-The Fundamentals

Section 6. Advanced Tweens

- Motion Presets - Default Presets and Custom Presets
- Example - Bouncing ball moving forward
- Motion Editors-Transformation and Color Effects

Section 7. Realistic Animations Bones

- Realistic Animations with IK Bones
- Working on Human Body and Snake bones

Section 8. Text Classic TLF

- Texts
- Texts in 3D
- Text Classic TLF
- Text Classic TLF More Features

Section 9. Non Flash Media Files

- Incorporating Non Flash Media Files
- Importing Illustrators and Photoshop Files in Flash
- Editing images using Flash

Section 10. Incorporating Sound

- Incorporating Sound

Section 11. Incorporating Video

- Incorporating Video

2

Fundamentals of Marketing Research

Section 1. Syllabus Introduction

- Syllabus Introduction

Section 2. Marketing Research Basics

- Research basics Market Research vs Marketing Research
- Uses of Research
- Basic and Applied Research
- Managers and Research
- Types of Researchers
- External Researchers
- Limitations and ethics
- Data warehousing and mining

Section 3. Market Research Process

- Market Research Process and Stages

Section 4. Types of Researches and Classifications

- Types of Research
- Other types and Research Hurdles
- Applications of market research
- Classification of research design
- Broadly types of research
- Research Problem

Section 5. Questionnaire Scaling and Rating

- Principles of questionnaire design
- Steps in survey instruments
- Flowerpot Approach
- Cover Letter
- Supplementary documents with survey
- Scaling procedures
- Rating Scales

Section 6. Sampling

- Sampling basics
- Probability sampling
- Non probability sampling

2

Fundamentals of Marketing Research

Section 7. Field Procedures

- Design and Organise fieldwork
- Control Procedures on Field

Section 8. Hypothesis Testing

- Hypothesis testing basics
- Type 1 and type 2 errors
- Seven steps to hypothesis testing
- Critical region analysis

Section 9. Case Study and Findings

- Case study intro
- Synopsis of nestle and cadbury
- The Research elements
- Questionnaire
- Data analysis
- Findings
- Suggestions

Section 1. Researching Foreign Markets

- Domestic VS International Research
And Need For Research
- Research Objectives
- The Task Of Marketing Research
- Secondary Data Sources
- Primary Research In Foreign Markets
- Primary Research Process
- Problems In International Marketing
Research
- Researching Foreign Markets
Conclusion

4

Market Research using Conjoint Analysis

Section 1. Introduction

- Introduction to Market Research Using Conjoint Analysis

Section 2. Getting Started

- Market Research
- Nature of Data
- Selection and Preference of Product
- Conjoint Utilities
- Choice Based
- Attributes and Levels

Section 3. Benefit

- Benefit Segmentation
- Conjoint Analysis Application
- Port Worth and Ranking

Section 4. Method

- Conjoint Analysis Method
- Conjoint Analysis Design
- Conjoint Choice Simulation
- Conjoint Analysis Choise Based
- Conjoint Analysis - Desirability
- Conjoint Analysis - Importance
- Demographic Segmentation
- Case Studies

Section 5. Motorbike Market

- CS - Motorbike Market in India



Rural Marketing Course Training

Section 1. Introduction

- Basic Concepts & Phases Of Rural Marketing

Section 2. Rural Marketing A Conceptual Framework

- Rural Marketing Model
- Differences In Rural & Urban Markets
- Differences In Rural & Urban Consumer Behaviour
- Differences In Rural & Urban Consumer Behaviour Continues
- Challenges In Rural Marketing
- Opportunities In Rural Marketing & Conclusion

Section 3. Rural Market Introduction And Segmentation

- Rural India Brief Profile, Rural Income Distribution & Rural Consumption
- Nature Of Rural Market, Segmentation Variables
- Approaches For Segmentation
- Rural Market Segmentation Tools, Target Marketing & Conclusion

Section 4. Rural Marketing Research

- Introduction. Marketing Research Process & Evolution Of Rural Marketing Research
- Data Collection Approaches & Tools For Rural Market
- Research Tools For Rural Market & Challenges In Rural Marketing Research
- Rural Marketing Consulting Agencies & Conclusion



Rural Marketing Course Training

Section 5. Rural Consumer Behaviour

- Consumer Behaviour Introduction & Fundamentals
- Consumer Behaviour Roles & Factors Influencing
- Lifestyle & Profile Of Rural Consumer
- Rural Shopping Habits, Rural Consumption Trend And Conclusion

Section 6. Rural Marketing Mix & New Product Development

- Marketing Mix, 4Ps
- Rural Marketing Mix- Product
- Rural Marketing Mix- Price
- Rural Marketing Mix- Promotion
- Additional P'S & 4A'S Of Rural Marketing
- New Product & Objectives Behind New Product Launch
- Exploration & Screening Stage
- Evaluation & Business Analysis
- Product & Marketing Mix Development Stage
- Product Testing & Launch Stage And Conclusion

Section 7. Product Life Cycle & Brand Management In Rural Market

- Introduction To Product Life Cycle
- Characteristics Of Different Stages Of Plc
- Marketing Strategies Of Introduction & Growth Stage
- Marketing Strategies Of Maturity & Decline Stage
- Introduction To Brands & Branding Process
- Brand Loyalty
- Regional Brands With Examples
- Rural Buying Behaviour & Conclusion



Rural Marketing Course Training

Section 8. Rural Retailing

- Introduction To Retailing
- Strategies For Rural Retail Channel Management
- Opportunities For Organised Rural Retailing
- Challenges For Organised Rural Retailing
- Organised Rural Retailing Examples & Conclusion

Section 9. Marketing Strategies For Indian Rural Market

- Segmentation & Competitive Rural Strategy
- Product Strategy & Pricing Strategy
- Communication Strategy Part 1
- Communication Strategy Part 2
- Communication Strategy Part 3
- Distribution Strategy
- Distribution Strategy Continue
- Region-Specific Strategies & Conclusion

Section 10. Rural Marketing Of Fmcgs

- Introduction & Characteristics Of Fmcg
- Evolution Of Indian Fmcg Industry
- Characteristics Of Indian Fmcg Sector
- Challenges In The Fmcg Industry
- Fmcg Penetration In Rural Market
- Hul Cass Study
- Hul Project Shakti
- Hul'S Operation Streamline
- Itc'S E-Choupal & Other Initiatives
- Nirma Chemical'S Strategies For Rural Market
- Coca Cola Case & Conclusion



Rural Marketing Course Training

Section 11. Rural Marketing Of Financial Services

- Marketing Of Banking Services & Evolution Of Rural Banking
- Challenges Of Marketing Banking Services In Rural Market
- Opportunities For Banking In Rural Areas
- Marketing Strategies For Banking Services
- Icici Bank Case Study
- Marketing Of Insurance Services In Rural India, Challenges & Opportunities
- Marketing Strategies For Insurance Services In Rural Markets

Section 12. Marketing Of Agricultural Inputs & Produce

- Indian Tractor Industry & Its Classification
- Challenges & Potential Of Tractor Industry In India
- Fertiliser Industry And Its Classification And Policy
- Challenges & Marketing Strategies For Fertiliser Industry
- Agrochemicals Industry & Marketing Environment

Section 13. E-Rural Marketing & E-Governance For Rural India

- Introduction Concepts & Its E-Choupal Case Example
- Tarahaat Caselet
- Eid Parry'S Indiagriline Case Example
- Kasam Caselet
- E-Governance Introduction & Benefits
- E-Governance Projects & Conclusion

Section 1. Overview of Consumer Behavior

- Introduction to Consumer Behavior
- Consumer Behaviour & The Marketing Concept
- Brand Success
- Customer Trust & Retention
- Impact of new technologies on marketing strategies
- Difference between traditional & value based marketing
- Consumer Decision Making Model

Section 2. Consumer Research Process

- Consumer Research Process
- Designing Primary Research
- Online Focus Groups
- Quantitative Research
- Survey Research
- Attitude Scales
- Sampling
- Comparison of Qualitative & Quantitative Research Process

Section 3. Market Segmentation & Strategic Targeting

- Market Segmentation
- Basis for Segmentation
- Personality Traits
- VALS Segments
- Consumption specific segmentation bases
- Basis Segmentation
- Age cycle concept of Segmentation
- Comparison of Concentrated & Differentiated Marketing

6

Consumer Perception and Decision Making

Section 4. Consumer Motivation

- Consumer Motivation
- Goals
- Dynamics of Motivation
- Defense Mechanisms
- Murray's list of Psychogenic Needs
- A Trio of Needs
- Culture & Need States

Section 5. Personality & Consumer Behavior

- Personality & Consumer Behavior
- Theories of Personality
- Personality & Understanding Consumer Behavior
- Social Character
- Cognitive Personality Factors
- Consumer Materialism
- Consumer Ethnocentrism
- Brand Personality
- Self and Self-image

Section 6. Consumer Perception

- Consumer Perception
- Subliminal Perception
- Perceptual Organization
- Perceptual Interpretation
- Stereotypes in Indian Advertising

Section 7. Consumer Learning

- Consumer Learning
- Categories of Learning Theory
- Strategic Application of Classical Conditioning
- Instrumental Conditioning
- Application of Instrumental Conditioning
- Brand Relations
- Cognitive Learning

Section 8. Consumer Attitude Formation & Change

- Consumer Attitude
- Tricomponent Attitude Model
- Multi-attribute Model
- Attitude Formation
- Strategies of Attitude Change
- Elaboration Likelihood Model
- Cognitive Dissonance Theory

Section 9. Communication and Consumer Behavior

- Communication & Consumer Behavior
- Credibility & Dynamics of Informal Sources
- Strategic Marketing Application
- Credibility of Formal Sources
- Barriers to Communication
- Designing Persuasive Messages
- Advertising Appeals
- Message Effectiveness
- Message Attention & Interpretation

Section 10. Family and Social Class

- The Family and Social Class
- Consumer Socialization of Children
- Socialization Process Model
- Other basic functions of the family
- Dynamics of decision making
- Role of children in family decision making
- Traditional Family Life Cycle
- Social Class
- Measurement of Social Class
- Social Class Profiles
- Consumer Behavior Application of Social Class



Frequently Asked Questions

Why should I do this Market Research Certification course?

After doing this course you will find yourself much more capable of providing better & significant insights in market research. With so many organizations around in the market, one needs to have something more to bring to the table that nobody else does. This Market Research certification course provides you with knowledge and tools to achieve that extra notch over others and also to self for improvement and success in all spheres of market research.

How can I access this Market Research Certification?

You can access this course online from anywhere and anytime. After registering for this Market Research course, you will get your own login credentials which you can use to access the video materials and other contents of the course 24*7.



Customer Reviews

“

It was an amazing experience to be a part of this course . i had a lot of experience, enjoyed it and was a fun . this marketing research was very helpful for a beginner it cleared my basics & it was more conceptual and practical based which is a plus point. it was really very nice as a student to gain a informative knowledge and i will try to share this with my other class mates . i think this is more effective as it is an e-education studies.

BENAZIR .M. SHAIKH

”

The course is very good in quality & its easy to understand. I liked it very much u can use it anytime anywhere anytime its a nice course very helpful and filled with knowledge. The course is cheap and easy to understand Il would like to suggest my friends this course and avail the benefits to get the training's in so less cost. I like the training's provided in depth.

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