

professional development portfolio

Market Research

A detailed understanding of your members, customers or clients is probably the most important foundation of every professional association's or organisation's marketing effort. Having that knowledge can make a crucial difference to your success. It can make your marketing campaigns hit the bull's eye every time – or miss with disastrous results. In today's challenging times more organisations are making greater use of market research than ever before and that means that a working knowledge of market research is essential.

This course covers all the basics from what market research is, why we need to carry it out, what the different options are, how to get the full value from your research and how to make it work for you.

Market Research enables the learner to:

- Create competitive advantage for your organisation
- Increase sales, fundraising or membership recruitment by using existing data
- Select a market research agency
- Clearly define and communicate the objectives of the research project so that it stays on track
- Use market research to develop successful new products and services



Learning outcomes

What is market research?

- What is the market?
- What is a segment?
- What is market research?
- What are the different types of market research?
- How relevant is market research ?
- Is market research the best option?

Qualitative research

- What is qualitative research?
- How do I define and communicate the objectives of the research?
- What are the key processes to get right with qualitative research?
- How do I get full value from focus groups – within and outside the company?
- How do I monitor and assess external market research companies?
- What are the key ways to act upon the findings?

Quantitative research

- What is quantitative research?
- What types of quantitative research are available to me?
- What are the key processes of quantitative research?
- Should I use original or existing data?
- What are the key ways to act upon the findings?

Making it work

- How can I best apply market research to the different areas of my business?
- Market research and customers – how does it work?
- Market research and competitors – how does it work?
- How can I sell the benefits of market research within my business?
- How can market research help to develop new markets and products?

Target audience

This course is suitable for professionals from different functional areas such as development, marketing, education and membership.

Additional services

Tailoring: include your examples and issues.

See also: *Public Relations, Project Management, Principles of Consultative Selling, Communicating Complex Ideas, Customer Service.*