

WORKSHOP 10 – MARKETING RESEARCH SKILLS (3 DAYS)

OBJECTIVE: To provide participants with an understanding of the nature and importance of marketing research and to develop key research-related skills that can be applied, in order to undertake systematic and appropriate marketing research in a financial services environment.

OUTCOMES: On completion of the programme participants will understand the nature and importance marketing research and will be able to select and apply a range of marketing research techniques in the workplace.

TARGET AUDIENCE: All staff involved in selling and marketing bank products and services and also administrative and management staff involved in the marketing research and information gathering process.

CONTENTS

Day 1

Session 1 – The nature and purpose of marketing research

Session 2 – The marketing research process and research planning

Day 2

Session 1 – Secondary (Desk) Research techniques and when to use them

Session 2 – The use of the Internet for marketing research

Day 3

Session 1 – Primary (Field) Research techniques and when to use them

Session 2 – Questionnaire design

DELIVERY: The programme will be conducted in English and will incorporate group work, activities and case studies.

DURATION: 18 hours

For more information or for alternative courses contact:

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