COURSE BROCHURE

Market Research and Analysis

An applied course on designing qualitative and quantitative market research, from framing the research question, questionnaire and sample to analyzing results in Excel.

Code	HT-MKT-109
Category	Sales & Marketing
Duration	1 week
Level	Intermediate

Introduction

Decisions to launch products or enter markets are sometimes made on instinct or the views of a few people, when a well-designed study at reasonable cost could lower the risk and reveal what customers actually want.

Objectives

- Turn marketing decisions into clear research objectives and questions
- Choose the right method between qualitative and quantitative research
- Design a questionnaire free of leading and biased questions
- Define the sample, the sampling approach and a suitable size
- Analyze survey data and present findings as actionable recommendations

Who should attend

- Market analysts and marketing research specialists
- Product managers responsible for launch decisions
- Planning and studies staff in organizations
- Marketing planners who commission external research agencies

Skills you will develop

- Research design
- Questionnaire construction
- Sampling design
- Survey data analysis

Learning Outcomes

- Write a research brief that sets out the decision, questions and method
- Design a questionnaire, pilot it with a small group and revise it
- Prepare a discussion guide for an in-depth interview or focus group
- Analyze survey data in Excel and write a findings summary with recommendations

Course Outline

Day 1: From Decision to Research Question

- The role of market research in marketing decisions

- Writing the research brief and setting objectives
- Secondary data and judging its sources before collecting new data

Day 2: Qualitative Research

- In-depth interviews and focus groups and when to use each
- Preparing the discussion guide and moderating the session
- Analyzing qualitative data and drawing out themes

Day 3: Questionnaire Design

- Question types and response scales
- Common wording and question-order mistakes
- Piloting and revising the questionnaire

Day 4: Sampling and Data Collection

- Probability and non-probability sampling methods
- Setting sample size and the idea of margin of error
- Data collection channels and quality control

Day 5: Analysis and Reporting

- Frequency tables and cross-tabulations in Excel
- Interpreting results carefully and avoiding overstated conclusions
- Applied project: a complete research design for a marketing decision from the participant's organization, with analysis of a sample dataset

Training methodology

Marketing decisions brought by participants turned into research briefs
A live focus group session moderated by participants in turn
Questionnaires piloted on peers and their wording checked
Step-by-step analysis of a hypothetical survey dataset in Excel

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Istanbul	19 – 23 April 2027	AR	EUR 4,800
Dubai	26 – 30 April 2027	EN	EUR 4,500
London	3 – 7 May 2027	EN	EUR 5,700
Amsterdam	10 – 14 May 2027	AR	EUR 5,500
Online	17 – 21 May 2027	EN	EUR 1,800
Istanbul	18 – 22 October 2027	EN	EUR 4,800
Dubai	25 – 29 October 2027	AR	EUR 4,500
London	1 – 5 November 2027	AR	EUR 5,700

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/market-research-analysis