

CERTIFICAZIONE MARKETING RESEARCH PROFESSIONAL (SCMR-P)

Modalità: Online

Durata : 6 mesi

Linee generali del corso

SMstudy **SCMR-P**

Introduction

- A Brief History of Marketing Research
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Marketing Research Overview

Define Research Problem and Choose Research Design

- Design Research Problem
- Choose Research Design

Data Collection

- Collect Secondary Data
- Collect Primary Data

Data Processing and Data Analysis

- Data Processing
- Data Analysis

Data Interpretation and Reporting

- Data Interpretation
- Reporting

Appendix

- Data
- Statistical Measurement of Data
- Probability
- Random Variables and Probability Distributions
- Sampling Distributions
- Methods of Least Square
- Analysis with Statistical Package

Gli argomenti di teoria trattati saranno supportati da case study, esercizi e simulazioni per un apprendimento pratico/esperienziale .