

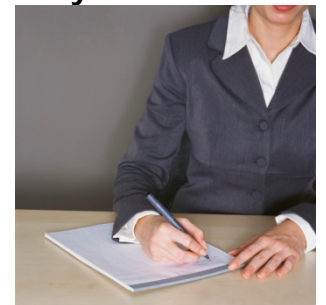
How to Plan Marketing Research Strategy

About YALE

YALE Consultancy Sdn Bhd is an international professional service firm in Malaysia. The organisation is a dynamic practice providing professional services in research and development, training, corporate and management consultancy and coaching to its clients. Our objective is to provide a high standard of professional practice in every field for every one of our clients.

Course Synopsis

This course is specially designed for marketing professionals, entrepreneur and business people who would like to learn how to conduct a marketing research. Marketing research is important in order for the marketer to understand the current market and plan for the strategic plans. This module is started by introducing types of marketing research, formulating problem statements, hypothesis, literature review, formulating research instruments, statistic analysis and dissemination of information for marketing plans. The research skills learn in this module is suitable for you to further your studies in higher education.



Contact Us

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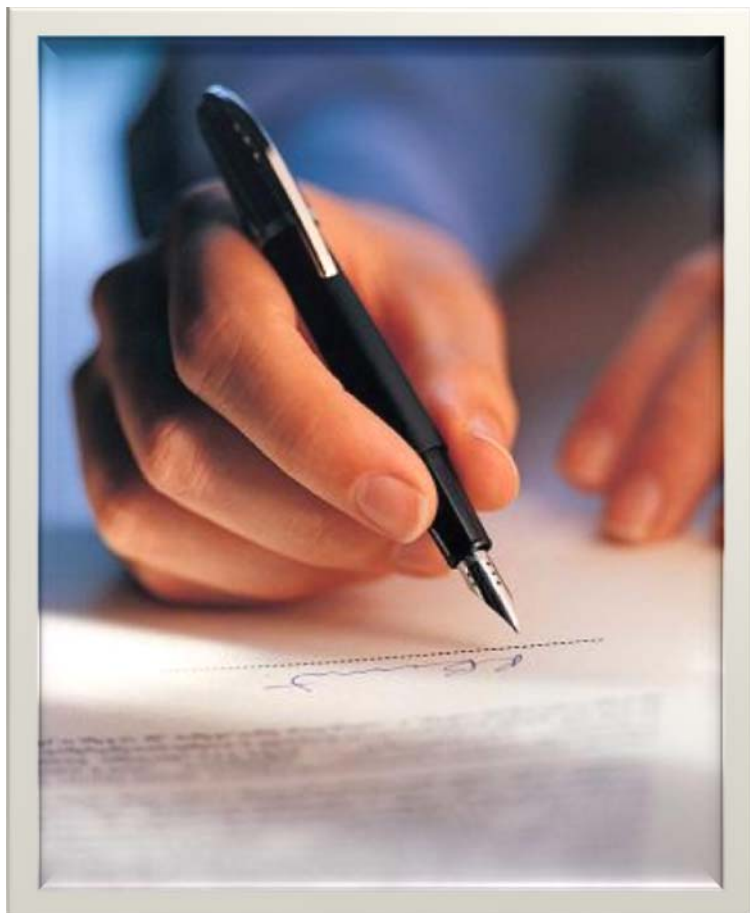
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Objectives

- To introduce to students the research method in the area of marketing
- To equip with skills how to formulate problem statements, hypothesis.
- To train students to do literature search, writing up case by using literature.
- To expose students on how to develop a reliable and valid research tools
- To explain to students how analyse data and writing report for the result.

Benefits

- Plan a marketing research
- Build an effective marketing research
- Conduct a marketing research independently

Who Should Attend

Marketers, Sales Executives, Marketing Manager, Business Consultant, Company Secretary, Academician, Researchers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge in marketing.

Course Method

This course is highly interactive, inspiring and packed with fun. It consists of a lively mix of group work, discussions on case studies, and practical examples.

Method of payment

Bank made payable to (please attach a copy of payment slip)
Payee Name: Yale Consultancy Sdn Bhd

Programme Outline

The lecturer concerned may start the class with a lecture of the topic. This will be followed by the class practical and case studies of the specific issues.

Weeks	Assignments
Day 1	Business Research For 21 st Century Fundamentals of Research Design
Day 2	Creative Decision Making and Research Data Collection Approaches
Day 3	Measurement and Scaling Questionnaire Design Sampling Approaches and Considerations
Day 4	Understanding and Presenting Data Basic Data Analysis Methods Correlation and Regression
Day 5	Other Multivariate Techniques Advance Analysis and Presentation Approaches Reporting and Presentation Research
Day 6-14	Practical Training on Marketing Research Strategy
Day 15	Submission and presentation

