



MARKETING RESEARCH SPECIALIST

What participants will learn

- ✓ Participants will be able to demonstrate how marketing research findings can help the marketing team conceptualize and finalize product features and other components of a company's Marketing Strategy and also test multiple marketing hypotheses in order to better understand consumer behavior, finalize product features, define metrics for measuring marketing efforts, and track and improve marketing activities..
- ✓ SMstudy Certified Marketing Research Specialists ensure that well-planned marketing research methods are in place to measure factors that can help drive better corporate decision-making, and in turn more decisive marketing actions.

Takeaways

- ✓ High quality online videos
- ✓ Classroom study materials
- ✓ Mobile Apps
- ✓ Engaging case studies
- ✓ Full-length simulated exam
- ✓ Chapter tests
- ✓ Study guides and podcasts
- ✓ Certified Marketing Research Specialist certification by SMstudy

Audience Profile

This certification is appropriate for Sales and Marketing Professionals who are interested in becoming a Marketing Research Specialist.

Examination Guidelines

An online proctored exam will be conducted at the end of the course. The exam format is as follows:

- ✓ Multiple Choice
- ✓ 140 questions for the exam
- ✓ One mark awarded for every right answer
- ✓ No negative marks for wrong answers
- ✓ 180 minutes duration

Prerequisites

The candidate should have minimum of 3 years work experience. It is preferable to complete the SMstudy® Certified Marketing Research Professional certification and study all processes from the SMstudy Guide — Marketing Research book before applying for the SMstudy® Certified Marketing Research Specialist certification. It is also mandatory to gain 20 mandatory educational hours by attending Marketing Research Specialist provided by The Corporate Human.



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Course Outline

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

- ✓ Optimize Social Media for Reach
- ✓ Optimize Social Media for Relationship
- ✓ Optimize Social Media for Reputation

Optimize Social Media

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

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical and experiential learning.