



MARKETING STRATEGY FUNDAMENTAL

What participants will learn

- ✓ Participants will be familiar with the key concepts in marketing research.
- ✓ Participants will get a basic understanding of how Marketing Research framework helps to conduct Marketing Research and to analyze Sales and Marketing data.

Takeaways

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

Audience Profile

Anyone interested in knowing more about Marketing Research can take up this course and exam for free.

Examination Guidelines

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

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

Prerequisites

There is no formal prerequisite for this course.



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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.