

Fulfilling the core market research educational needs of individuals and companies worldwide.

Presented through a unique  
partnership between



**MRII** MARKET RESEARCH  
INSTITUTE INTERNATIONAL



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Market research is a disciplined process. A clear plan dramatically improves success and prepares the researcher to develop an articulate proposal for the project. This holds true for both external researchers and researchers working with internal business teams. The correct design saves time and money and will result in valid and reliable information.

This process starts with defining and understanding the business problem. Based on this understanding a research design is formulated.

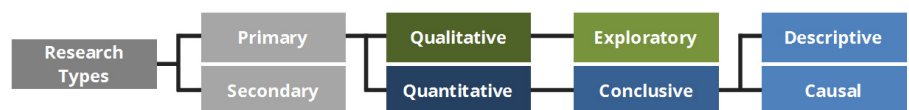
This course focuses on the first three steps of the research process.

**Step 1 – Problem Definition: Framing the Issue:** The process starts when your client approaches you with a business problem. Your job is to work with your client to learn more about the challenges and opportunities the business faces and what information the business needs to make decisions.

**Step 2 – Developing an Approach:** The general approach is then determined at a high level. This includes determining hypotheses and formulating research questions as well as gaining a clear understanding of what decisions the clients will be making with the research.

**Step 3 – Formulating a Research Design:** Once the business problem is clearly defined and a general approach is developed you then develop a more concrete design. This means determining the best way to achieve the research objectives and laying the plan out articulately in your research proposal.

The course explains the research types described in this flowchart:



You will learn the key characteristics of each and the role each one plays. At the completion of the course, you will know how to choose the appropriate research type for your project.

## Prerequisite Courses:

**No. There are no prerequisites** for enrolling in *Market Research Design and Data Identification*. However, prospective enrollees might also consider our course, *Introduction to Market Research and the Research Process*. See [Principles Express](#) courses for more details.

## Learning Objectives

The Market Research Core Body of Knowledge (MRCBOK™) developed by William Neal of SDR Consulting, Inc. and Dr. Malcolm McNiven of the University of Georgia in 1994 directly led to the formation of the MRII.

**MRCBOK™**  
MARKET RESEARCH CORE BODY OF KNOWLEDGE

Ever since, a unique mix of practitioners and academics have periodically reviewed and updated the MRCBOK, so that it can serve as a firm, contemporary foundation for market researchers. It represents an international consensus of business practitioners on the required fundamentals for research education.

Today, mastery of the MRCBOK by taking the *Principles of Market Research* course can lead to industry certification by the Insights Association or AMSRS.

After completing this course you should be able to:

1. Lead a discussion with clients to define major business problems they are facing, and probe to discover obstacles, challenges, opportunities, and threats.
2. Determine what the clients already know and what they must know in order to take the most informed actions.
3. Identify appropriate secondary research and apply data analysis in defining the business problems and research objectives.
4. Translate essential business problems into cogent research objectives that are tied to specific business actions and success criteria.
5. Determine the appropriate level and depth of information required for decision-making, differentiating “nice-to-know” information from “need-to-know” information. Determine what is practical within the time and budgetary constraints.
6. Understand what business problems are “researchable” and which are not.
7. Describe the processes and approaches to research design and methodology and how these may differ by region in global projects.
8. Describe the role of primary and secondary data, the differences between them, and how they can be applied in a synergistic manner to address the business issues.
9. Explain the differences between qualitative and quantitative methods, the types of business problems addressed with each, and how the boundaries between the types of methods are blurring.
10. Identify and distinguish between the three basic research designs: exploratory, descriptive and causal.
11. Create proposals that clearly articulate the business need/context for the research, research design and methodology, analytical processes, project milestones, costs, and timelines. Explain the relationship between cost and time variables and the research process.
12. Discuss the ethical issues researchers face when developing a research proposal.

## **Enroll Anytime. Register Now!**

For more information about the

### ***Market Research Design and Data Identification***

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