MODULE ONE: Marketing and Its Interface with Market Research

MARKET RESEARCH

Quirk’s is the only monthly print magazine and website designed exclusively for market research professionals. Articles are written by industry experts and provide straightforward advice through discussions of research techniques and through real-world project examples. The companion website includes directories of research companies and facilities, job postings, and much more. Visit us at www.quirks.com.

MODULE THREE: Research Design

Marketlytics Solutions is a leading global Market Research agency providing end-to-end research solutions. The company has operation in 80+ countries, is a leading provider of Full Service Research, Global Project Management, MR Operations and Global Online Panel Services.

MODULE FOUR: Sampling

Full Circle Research Co., the first and only US-based online consumer sample provider to earn ISO 26362 certification, offers advanced technology, flexible community strategies, and a 24x7 CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider.

MODULE FIVE: Data Collection Methods

IntelliSurvey is the leader in programming and hosting complex surveys. The Company’s Service Center programs on behalf of clients; platform licensing is available via SaaS. The platform includes data visualization, max diff scoring (HB/MCMC), and data cleansing.

MODULE SIX: Measurement Approaches

FocusVision is the first company to provide integrated, global technology solutions for both quantitative and qualitative market research. The company offers research facility video streaming, webcam focus groups, ethnography streaming, interactive video, hierarchical Bayes (HB) estimation, and a robust survey programming and reporting platform.

MODULE SEVEN: Understanding Data Analysis

Intelligence C3 Intelligence offers data analytics, business intelligence and integrated research services across the social sciences. With a focus on innovation in expertise and opportunity in a complicated industry, the company continues to manage its daily operations today. With a strong background in high-end analytics specialized research, marketing and procurement, C3 Intelligence helps companies obtain the in-depth answers they need to improve their business processes and ROI.

MODULE EIGHT: Advanced Data Analysis

Sawtooth Software is a leading provider of advanced tools for computer and Internet interviewing, conjoint analysis, max-diff scaling, perceptual mapping, and hierarchical Bayes (HB) estimation, and a robust survey programming and reporting platform.

MODULE NINE: Communicating Research

Confirmit is the world’s leading provider of software for market research and enterprise feedback management. Confirmit offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.

MODULE TEN: Trends in Market Research

DynaMax (formerly Research Now SSI) is a leading global provider of first-party data contributed by people who opt in to member-based research communities. With a reach of millions of people globally and an extensive library of profile attributes, DynaMax is the cornerstone of over 1.5 billion research projects, including the voice of the customer and market research, big data, and engagement and advertising. DynaMax serves nearly 15,000 market research agencies, media and advertising agencies, consulting & investment firms, and healthcare and corporate customers in the North America, South America, Europe, and Asia-Pacific.

Principles of Pharmaceutical Market Research, sponsored by:

Adelphi Research, part of the Adelphi Group, is a full-service research agency, offering methodologies and people to deliver market research solutions throughout the product lifecycle, from the most advanced, qualitative, quantitative and specialist MR methodologies.

Ipsos is one of the Top 3 survey-based market research organizations in the world. In the Ipsos HealthCare practice, we are not only market research specialists but researchers with strong business- and industry-acumen. So whether you are creating, differentiating or building your brand, Ipsos Health provides commercially-meaningful guidance needed for key decision-making.

Kantar Health delivers consulting, research and data solutions that allow healthcare companies to unlock the potential in digital health, drive commercial and brand success, generate evidence, and prove for products and services subject to healthcare legislation and regulation.

Presented through a unique affiliation between...