MODULE ONE: Marketing and Its Interface with 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

Markelytics Solutions is a leading global Market Research agency providing end-to-end research solutions. The company with its 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, marries advanced technology, flexible community strategies, and a 120+ 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, asynchronous online software and mobile device usability studies as well as a robust survey programming and reporting platform.

MODULE SEVEN: Understanding Data Analysis

B3 Intelligence offers data analytics, business intelligence and integrated research services. The b3 leadership team, diverse in expertise and complimentary in skill, founded the company and continue to manage its daily operations today. With a strong background in high-end analytics specialized research, marketing and procurement, b3 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, cluster/ensemble analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.

MODULE NINE: Communicating Research

Confirmit is the world’s leading provider of software solutions 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

Dyana is a leading provider of software solutions for market research and enterprise feedback management. Dyana offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.

Presented through a unique affiliation between

QIKURS   MEDIA

KANTAR HEALTH

Full Circle Research Co.

IntelliSurvey

FocusVision

B3 Intelligence

Sawtooth Software

Confirmit

Dyana

Presented through a unique affiliation between