Principles of Mobile Market Research, sponsored by:

FocusVision

FocusVision is a global market research company that helps companies understand how people think and feel. Our solutions help companies make better decisions, faster.

Full Circle

Full Circle Research is the only fully integrated, cloud-based platform that combines real-time insights for reaching optimal decisions with a full-service research firm.

MODULE ONE: Marketing and Its Interface with Market Research

Market Research is a complex and rapidly changing field. As such, it is important to understand the various components of market research and how they interface with one another.

1. Introduction to Market Research and Planning the Research Process

2. Sampling

3. Data Collection Methods

4. Measurement Approaches

5. Understanding Data Analysis

6. Advanced Data Analysis

7. Communicating Research

8. Trends in Market Research

9. Reporting on Market Research

10. Ethics and Compliance

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Adelphi

Adelphi Research, part of the Adelphi Group, is a full-service market research company that provides insights to the healthcare industry. Adelphi helps companies understand how consumers think and feel about health and wellness products.

Lpsos

Lpsos is one of the world’s leading market research firms. They provide insights to companies on a wide range of topics, from brand and product development to consumer behavior.

Kantar Health

Kantar Health is a leading global insights provider for healthcare decision-makers. They help companies understand how consumers think and feel about health and wellness products.

Healogix

Healogix is a leading provider of healthcare market research solutions. They help companies understand how consumers think and feel about health and wellness products.