**Principles of Pharmaceutical Market Research**, sponsored by: **Adelphi**

Adelphi Research, part of the Adelphi Group, is a full-service, global research agency. It delivers market research solutions across the breadth of the product lifecycle, from product concept to marketing intelligence and commercialization.

**KANTAR HEALTH**

Kantar Health delivers consulting, research and analytics to the health care industry. The company provides evidence-based, brand-centered insights to drive better health outcomes and improve patient care. Kantar Health is a leader in programming and reporting technology that enables better results for more than 3,500 market research, consulting, media, and business clients.

**Haeusslich**

Haeusslich is a full-service pharmaceutical and biotechnology focused research company. The company offers domain-specific insights and business intelligence. It designs, develops and analyzes data that helps clients to better understand complex issues and enable strong business decisions.

**Principles of Market Research**, sponsored by: **Quirk’s**

Quirk’s is a leading provider of information for market research professionals. The company’s products include Quirk’s Market Research magazine, a biweekly newsletter, and the Quirk’s Market Research Directory, which is available online, in print, and as a mobile app.

**Quirk’s**

**MODULE ONE: Marketing and Its Interface with Market Research**

Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**MODULE TWO: Introduction to Market Research and Planning the Research Process**

Sponsoring a research study, whether internal or external, requires a clear understanding of the project’s purpose and scope. This module introduces the research planning process and outlines the key elements of a research plan.

**MODULE THREE: Research Design**

Research design is the blueprint for a research study. It includes the selection of the research approach, the development of the research questions, and the design of the study.

**MODULE FOUR: Sampling**

Sampling is the process of selecting a subset of individuals from a population to participate in a research study. This module covers the basics of sampling, including sampling methods and sample size calculation.

**MODULE FIVE: Data Collection Methods**

Data collection methods are the processes used to gather data in a research study. This module covers the basics of data collection, including survey design, secondary data analysis, and focus groups.

**MODULE SIX: Understanding Data Analysis**

Data analysis is the process of interpreting the data collected in a research study. This module covers the basics of data analysis, including data visualization and statistical testing.

**MODULE SEVEN: Trends in Market Research**

Market research is changing rapidly, and businesses need to adapt to these changes to stay competitive. This module covers emerging trends in market research, including big data, social media, and AI.

**Principles of Mobile Market Research**, sponsored by: **FocusVision**

FocusVision is a full-service, global market research company that provides research services to companies across a variety of industries. The company offers online research, mobile research, and traditional research methods.

**FocusVision**

**MODULE ONE: Introduction to Mobile Market Research**

Mobile market research is the process of conducting research on mobile devices. This module covers the basics of mobile market research, including mobile research methodology and data collection.

**MODULE TWO: Programmatic Mobile Research**

Programmatic mobile research is a method of selecting and engaging mobile audiences for research studies. This module covers the basics of programmatic mobile research, including audience targeting and data collection.

**MODULE THREE: Mobile Data Analysis**

Data analysis is the process of interpreting the data collected in a research study. This module covers the basics of data analysis, including data visualization and statistical testing.

**MODULE TEN: Global Market Research**

Global market research is the process of conducting research across multiple countries and cultures. This module covers the basics of global market research, including cultural differences and language barriers.

**Principles of Political Market Research**, sponsored by: **SSI**

SSI operates globally with locations in the Americas, Europe, and Asia-Pacific, and is the largest privately owned and operator independent research company in the world. SSI is the leader in programming and reporting technology that enables better results for more than 3,500 market research, consulting, media, and business clients.

**SSI**

**MODULE ONE: Market Research and Its Role in the Industry**

Market research is the process of collecting and analyzing data to understand consumer behavior and preferences. This module covers the basics of market research, including the role of market research in the industry.

**MODULE TWO: Introduction to Market Research and Planning the Research Process**

Sponsoring a research study, whether internal or external, requires a clear understanding of the project’s purpose and scope. This module introduces the research planning process and outlines the key elements of a research plan.

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**Principles of Political Market Research**, sponsored by: **Intelligence**

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**Intelligence**

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