



Marketing Research Boot Camp®

This intense 1½ day training program focuses on the most critical elements of marketing research. It covers the technical aspects of the marketing research process such as sampling, questionnaire design and analysis. You will spend significant time exploring real life marketing challenges that organizations can address using proper research methods. Examples include evaluating key brand elements, new product development and customer segmentation. Most of all, you will leave Marketing Research Boot Camp® with highly usable information to take back and implement immediately.

“The Boot Camp was very insightful, I got to network with other marketers and discussing our experiences was extremely valuable.”

- Marketing Research Boot Camp Attendee

Day 1 8am – 5pm

Continental Breakfast, Lunch & Breaks provided

Day 2 8am – Noon

Continental Breakfast & Breaks provided

The specific items covered in Day 1 and Day 2 are tailored to the needs of the attendees.

Additional Topics include:

MARKET SEGMENTATION

ATTITUDES AND USAGE STUDIES

NEW PRODUCT DEVELOPMENT

PRODUCT DESIGN AND PRICING

Reinforce and focus your marketing research skills. This highly interactive program, facilitated by an experienced marketing research professional, can provide you with the knowledge and tools you need to develop and manage research projects to meet your specific goals. No prior marketing research experience is required!

What You Will Learn

- How marketing research works to help achieve strategic and tactical marketing goals
- Fundamentals of research including:
 - How to Initiate a Project, Including Developing Research Objectives and Setting Action Standards
 - Translating information needs into research questions
 - Questionnaire design
 - Data collection methods
 - Qualitative, quantitative, and experimental research methods
 - Analytical techniques such as cross tabs, correlation and other statistical - testing methods (for non-statisticians)
 - Reporting, action planning and feedback loops

Who Should Attend

- Marketing researchers new to the field
- Seasoned marketers who need an introduction or refresher to marketing research, and
- Marketing practitioners who interface with marketing research suppliers

PRICE

Join the AMA and Save on Registration!

AMA MEMBERS \$475

NON MEMBERS \$740

TO REGISTER

Visit us online or call us at

WWW.MARKETINGPOWER.COM/MRBOOTCAMP

800.AMA.1150