



The Advanced Market Research Course: Process, Data & Methods

27 Sep - 01 Oct 2027
Athens



The Advanced Market Research Course: Process, Data & Methods

Ref.: 23_56957 **Date:** 27 Sep - 01 Oct 2027 **Location:** Athens **Fees:** 6700 **Euro**

The Advanced Market Research Course: Process, Data & Methods Overview:

In the contemporary corporate landscape, understanding market dynamics is pivotal. 'A Concise Training to Market Research' bridges this need, providing a comprehensive market research guide tailored to leverage IBM SPSS Statistics. The course integrates advanced market research techniques, addressing both quantitative & qualitative market analysis. This unparalleled IBM SPSS market analysis course offers in-depth SPSS statistics for marketing, illuminating how to conduct market research using SPSS effectively.

Target Audience:

- Market Analysts
- Marketing Strategists
- Data Scientists focused on Marketing
- Business Development Executives
- Consumer Behavior Analysts
- Product Managers

Targeted Organizational Departments:

- Marketing & Strategy
- Business Development
- Market Research & Analysis
- Data Analytics

Targeted Industries:

With ever-evolving consumer preferences, industries such as Retail, E-commerce, FMCG, and Tech would immensely benefit from the course. Regulatory nuances in Healthcare, Financial Services, and Real Estate make understanding market research crucial.



Course Offerings:

By the end of this training course, participants will be able to:

- IBM SPSS market analysis
- Quantitative & qualitative market analysis techniques
- Comprehensive market research guide principles
- SPSS statistics for marketing
- Advanced market research techniques using SPSS

Training Methodology:

A balanced amalgamation of theoretical understanding and practical application, this course emphasizes real-world SPSS market research case studies. Engaging interactive sessions, hands-on SPSS tutorials, and group work centered on real marketing challenges ensure holistic learning. Regular feedback sessions, fortified with data collection & analysis in market research, further the learning curve.

Course Toolbox:

- Market Research Workbook with SPSS Templates
- Comprehensive Market Research Guide e-Book
- Access to online resources: tutorials, case studies, & datasets
- Checklist: SPSS Market Research Best Practices
- SPSS for Marketing Analysis e-manual

Course Agenda:

Day 1: Understanding the Basics

- **Topic 1:** Introduction to Market Research
- **Topic 2:** The Nature of Markets
- **Topic 3:** Ethical Considerations in Market Research
- **Topic 4:** Basics of Data Collection
- **Topic 5:** Market Research Tools and Techniques
- **Reflection & Review:** Insights and Key Learnings from Day 1

Day 2: The Process and Types of Data

- **Topic 1:** The Market Research Process
- **Topic 2:** Types of Data: Primary vs. Secondary
- **Topic 3:** Quantitative and Qualitative Data Distinctions
- **Topic 4:** Data Collection Methods
- **Topic 5:** Measurement and Scaling
- **Reflection & Review:** Importance of Structured Research and Data Types



Day 3: Gathering and Describing Data

- **Topic 1:** Accessing and Utilizing Secondary Data
- **Topic 2:** Primary Data Collection Techniques
- **Topic 3:** The Workflow of Data Processing
- **Topic 4:** Introduction to Data Analysis Tools e.g., SPSS
- **Topic 5:** Basics of Descriptive Statistics
- **Reflection & Review:** Deep Dive into Data Gathering and Description

Day 4: Hypothesis Testing and Regression Analysis

- **Topic 1:** Fundamentals of Hypothesis Testing
- **Topic 2:** Dive into ANOVA
- **Topic 3:** Basics of Regression Analysis
- **Topic 4:** Conducting and Interpreting Regression
- **Topic 5:** Data Requirements for Regression Analysis
- **Reflection & Review:** Exploring Hypothesis and Regression Analysis

Day 5: Advanced Analysis and Recap

- **Topic 1:** Factor Analysis Overview
- **Topic 2:** Principal Components Analysis
- **Topic 3:** Advanced Data Interpretation Techniques
- **Topic 4:** Review of Key Analysis Methods
- **Topic 5:** Market Research Recap and Summary
- **Reflection & Review:** Final Thoughts and Future Learning Goals

How This Course is Different from Other Market Research Courses:

At the heart of this offering is a fusion of traditional market research methods and advanced SPSS techniques. Unlike generic courses, it is meticulously tailored for modern-day challenges, bringing together quantitative & qualitative market analysis. Real-world SPSS market research case studies provide an edge, ensuring practical applicability. It isn't just another course; it's a comprehensive market research guide.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training