

Marketing Research: Building Strategies that Work

- Do you know how valuable marketing data can shape strategic decisions and drive organisational success?
- Are you confident in your ability to capture high-quality data that truly supports decision making?
- Would you like to learn how to transform marketing research insights into strategies that deliver real results?

Introduction

In today's fast-changing business environment, making decisions based on assumptions is no longer enough. Organisations need accurate, timely, and relevant marketing data to craft strategies that work. Marketing research is the foundation of this process—it allows companies to understand customer needs, anticipate market shifts, and stay ahead of competitors. With effective research, organisations gain insights into consumer behaviour, spending patterns, demographic changes, and emerging trends, all of which are critical for building strategies that create impact. This program equips participants with practical tools, methods, and templates to design and execute marketing research projects that generate reliable data. More importantly, it focuses on how to translate that data into actionable strategies, ensuring that decisions are not only informed but also aligned with market realities. By mastering these skills, participants will be able to guide their organisations with confidence and build strategies that deliver measurable success.

Program Objectives

This program aims to:

- Introduce to participants the research method in the area of marketing
- Equip with skills how to formulate problem statements, hypothesis.
- Train participants to do a literature search, writing up the case by using literature.
- Expose participants on how to develop reliable and valid research tools
- Explain to participants how to analyse data and writing report for the result.

Learning Outcomes

After completing this program, participants should be able to:

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- Plan marketing research
- Build an effective marketing research
- Conduct marketing research independently

Who should attend?

First-line management, middle management, senior management and anyone who wish to acquire in-depth knowledge in marketing research.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Research for 21st Century</p> <p>In the first module, the participant would learn the concept of research, the essence of research and the research cycle. By understanding the fundamental of research, the participants would appreciate the mechanism of how research is conducted.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>The Heart of a Research</p> <p>In this module, the participants would learn how to identify the research gap, setting the right research objectives and forming the right research questions. This is the most important module because answering research questions is the heart of conducting research.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Research Design and Research Measurement</p> <p>After identifying the research questions, the participants would learn how to determine the research design, the research frame and development of research measurement. Both open-ended, semi-structured, and various types of research scale are exposed to the participants,</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Research Questionnaire</p> <p>This is the practical session where the participants need to construct a questionnaire to address the research questions. The participants would</p>

	learn how to evaluate the quality of a survey questionnaire in this module.
Time	Day Two
9.00am– 10.30am	<p>Sampling Method and Data Collection</p> <p>In this module, the participants would learn how to determine the right sample size, the sampling method, the sampling procedure. In term of data collection, the participants would learn how to conduct survey research, in-depth interview and also focus group study.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Basic Data Analysis Methods</p> <p>In this module, the participants would learn the concept of validity and reliability in research. Besides, the participants would learn how to conduct statistical analysis such as demographic analysis, comparing mean, comparing variance, correlation and regression according to the research questions formulated in the marketing research. Fundamental how to analyse qualitative research through grounded theory would be exposed to the participants</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Data Analysis and Reporting</p> <p>In this module, the participants would learn how to conduct reporting from the marketing research. The structure of a good marketing research report would be shared in this module.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Strategy Formulation from the Data Analysis</p> <p>This module helps the participants to interpret marketing research data comprehensively. From the marketing research data, the participants would learn how to create strategies that win the dynamic and chaotic market.</p>