

PROGRAMME FRAMEWORK

Who should attend?

The material is appropriate for anyone at any level in a marketing team (new or experienced), whether managing a large or small organisation.

Duration: 1 – 5 days

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

Ian Rheeder is a founding member of the SA Marketing Association, and is the President of the Professional Speakers Association (Johannesburg Chapter) see www.PSASouthernAfrica.co.za) He is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management. Ian is a fulltime Marketing Consultant & Trainer at the number one business school in SA, GIBS.



The very definition of business could be drilled down to “Ask the Customer what they want and give it to them, at a fair profit.” However, besides researching Customers, there are many other concepts and constructs to measure to improve a company’s profitability. You will develop a thorough understanding of the theory and practice of marketing research, thus be able to tackle research projects using a clear process-flow approach. The module should provide you with ample knowledge, and the ability to start the process of becoming a research practitioner.

Module Objectives:

1. Develop an advanced understand of the theory & practice of marketing research
2. Tackle research projects using a clear process-flow approach, after understanding key research building-blocks

The module should provide the learner with ample knowledge, and the ability to start the process of becoming a research practitioner. Secondly, the aim is to prepare the learner to tackle the required post graduation dissertation, which requires research, to prove the dissertations hypothesis or hypotheses.

Module Objectives:

- Introduction to Business Research
- Understand the Research Process
- Understand the Research Proposal
- Research Design
- Sampling Design
- Measurement Techniques
- Sources & Collection of data
- Analysis & presentation of data
- Hypothesis Testing
- Presenting results

Practical Cases:

- Sales Team’s Service Survey
- Your Firm’s Service Survey
- New Product Development Research

Contact: **Ian Rheeder**

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