

CHARBAJI Consultants

Statistics and Marketing Research

Marketing Intelligence Through Research

The true value of marketing research is not in the reporting of numbers or the use of analytical techniques. The real value is *how the numbers are used to develop an effective marketing strategy* as part of the decision making process. I call it *Marketing Intelligence Through Research* and I have a 25 year track record behind it.

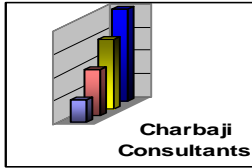
Building solid marketing strategies in today's competitive market is **impossible without sound market research**. The right market information can boost your sales, position your product more effectively, help you understand customers' needs and enables you to speak more effectively to your audience.

This intense 5 day Marketing Research Training Program focuses on the most critical elements of marketing research. It covers the technical aspects of the marketing research. Best of all, you will leave this training program as a professional who is *able to conduct, purchase or use marketing research*. This intense 5 day Marketing Research Training Program is ideal for those who want to build their research skills and/ or further their understanding of marketing research techniques and methodologies. The program notes that are made available to you will serve as reference materials for your organization.

Practical exercises, explanations and examples will be offered, in everyday practice covering the for-profit corporations as well as the not-for profit organizations.

1

Research & Statistics Building Explanatory Models & Indexes Feasibility Study
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Who should attend

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

Why you should attend

Because you will leave this intense 5 day Marketing Research Training Program with information that allows you to evaluate and determine best practices for your organization. Here is an overview of topics to be covered:

- How marketing research works to help achieve strategic and tactical marketing goals
- Fundamentals of research design including:
 - Formulating statement of research problem
 - focus Groups
 - Type of knowledge information needed to solve the marketing research problem
 - questionnaire design
 - sampling and data collection
 - qualitative, quantitative, and experimental research methods
 - analytical techniques such as crosstabs, correlation, regression, **factor analysis, discriminant ,cluster analysis and multidimensional scaling** (for non-statisticians) using **SPSS**
 - SWOT analysis
 - Market Segmentation
 - Attitudes and Usage Studies
 - New Product Development, Design and Pricing
 - Prepare a report that answers the management decision problem