orsys TRAINING 50 YEARS

Course : Market research and survey techniques

Practical course - 2d - 14h00 - Ref. TEM
Price : 1360 € E.T.

★★★★½ 4,5 / 5

Market research and survey techniques help guide marketing decisions and reduce risk-taking. This training course will give you the keys to determining the type of research best suited to your needs, implementing it and making the most of the results.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Drawing up specifications based on various studies
- ✓ Identify the sources of documentary studies
- ✓ Mastering qualitative and quantitative research methodologies and associated tools, including AI-based tools
- ✓ Build customer satisfaction surveys and test offers

Intended audience
Marketing managers, research managers, product or market managers and anyone involved in market research.

Prerequisites
No special knowledge required.

Practical details

Hands-on work
Case studies to help participants understand the different aspects of marketing research.

Teaching methods
Active teaching methods based on theoretical input, discussion and role-playing.

Course schedule

1   Diagnosing the need for research

- Situate the study within the marketing approach: context, challenges and objectives.
- Translate marketing objectives into operational research areas.
- Know the different types of study: documentary, ad hoc, underwriting...
- Identify the optimal tools and methodological mix within budget and time constraints.
- Structure your brief or specifications, then evaluate the offers received in return.

Exercise
Draft and present a research brief

2   Organising monitoring and desk research

- Know the different types of research: tactical, on line, field, competition, weak signals, insights...
- Setting up and framing the research process.
- Select relevant internal and external sources.
- Use facilitation tools to research, collect, analyze and disseminate AI-enabled content.
- Identify the preferred output formats.

Hands-on work
Design a documentary research prompt based on participant case studies.

3   Designing qualitative research

- Understanding key concepts: triad interviews, focus groups, bulletin boards, design thinking, semiology...
- Select information-gathering methodologies: ethnology, experiential, self-administered, videoconferencing, immersive...
- With the help of the AI, develop an interview guide and an adapted, functional animation framework.
- Adopt the right animation rules.
- Apply best facilitation practices.
- Analyse and synthesise findings (content and sentiment analysis using AI tools)

Role-playing
Identify the study methodology best suited to a given problem.

4   Implementing quantitative research

- Position data collection methodologies: mail, SMS, online (panels, social media such as Facebook, TikTok, Instagram), telephone, face-to-face, on-site
- Apply survey design best practices
- Develop a questionnaire using AI support
- Select and structure statistical processing methods
- Present findings effectively: data visualisation, infographics
- Build a questionnaire based on a defined issue using AI tools

Case study
Design a questionnaire based on a given problem.

5 · Deploying key research themes

- Managing and upgrading loyalty satisfaction survey tools: precautions to take.
- Address specific contexts: B2B, event-based surveys, real-time ("hot") surveys, long-term projects, unstable markets.
- Understanding and measuring brand awareness and image: prerequisites, preferred techniques and analysis tools.
- Test new products, services and solutions. tangible offers.
- Sizing a market in terms of volume and value: definition of structuring elements.

Hands-on work
Create or optimise research systems.

Dates and locations

REMOTE CLASS
2026 : 18 May, 28 Sep.

PARIS LA DÉFENSE
2026 : 26 Mar., 18 May, 28 Sep.