

Course : Market research and survey techniques

Practical course - 2d - 14h00 - Ref. TEM

Price : 1590 CHF E.T.

 4,6 / 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
- ✓ 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

PARTICIPANTS

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

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

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

Writing and presenting a brief.

2 Documentary research and monitoring

- 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

Setting up a repository of information sources.

3 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.
- Analyze and synthesize results (content analysis, tonality analysis, lexical analysis, text mining, etc.) using AI tools.

Role-playing

Identify the study methodology best suited to a given problem.

4 Quantitative studies

- Know the different information gathering methodologies: SMS, online (on panel, via social networks Facebook, Tik Tok, Instagram...), telephone, face-to-face, on site...
- Master the rules of survey construction.
- Creating a questionnaire with the help of AI
- Choose and frame statistical processing.
- Highlighting results: data visualization, infographics...

Case study

Design a questionnaire based on a given problem.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Main themes of study

- Managing and upgrading loyalty satisfaction survey tools: precautions to take.
- Dealing with specificities: B-to-B, event-driven, "hot", long-term projects, market instability...
- 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

Creation or optimization of study devices.

Dates and locations

REMOTE CLASS

2026: 26 Mar., 18 May, 28 Sep.