BASIC TRAINING

(INTRODUCTION TO MARKET & SOCIAL RESEARCH)

COURSE OVERVIEW 2019

1.   INTRODUCTION

The MSRA Basic training course targets new comers in the research industry and is meant to help participants build a firm foundation and improve their capabilities within the research field in the following areas;

- Introduction to research
- Research ethics
- Impact of research
- Research process
- Quantitative research
- Qualitative research
- Class exercise

2.   COURSE FORMAT

The course facilitators will use a combination of various teaching methodologies that include – lectures, real-life examples and get the participants to engage in practical exercises.

3.   COURSE DURATION

Takes a 3 day - extensive approach and participants are required to attend ALL sessions taking place as well as achieve the set pass-mark following successful completion of the exam offered to guarantee certification by the Association.

4.   COURSE OVERVIEW

NO	MODULE	DURATION	COURSE OVERVIEW
1	Introduction to Research	Day 1	1. *Participants Introduction* 2. *Introducing MSRA* – Vision, Mission, goals and objectives. Membership details. Role of members. 3. *Purpose of research* – the context of research. Introducing why research is important and looking at the similarities/difference between academic research, medical research, product development R&D, marketing research, social research & opinion polling. The role of research in marketing. Uses and clients. Case studies.
2	Research Ethics	Day 1	1. *MSRA Code* - Need for Code. Government requirements of Researchers. Introduction of variety of codes (ESOMAR/MRS/SAMRA). Focus on MSRA code by going through each and every

			clause.
			2. **Responsibilities of researchers** - Look specifically at the roles and responsibilities of the research industry to its clients and the public. Emphasize the responsibilities of the various players: agencies, research executives, interviewers, etc. and how this relates to the students.
			3. **Soft Skills**.
3	**Impact of Research**	Day 1	1. **Impact** – Client expectations, challenges and possible solutions for effective research. 2. **Client Case Studies**
4	**Research Process**	Day 1	1. **Research Briefs** - How to prepare and take a brief (information needs of a good brief). How to determine needs of client from brief. 2. **Defining the research problem** - what is the overall problem of the client, what is going to guide the research program, the problem statement 3. **Methods of primary and secondary data collection** 4. **Planning and managing a research project** 5. **Communicating the findings** - understanding the audience and how do you communicate the findings to the audience. 6. **Case studies -** Case study of a research project done from start to end.

5	**Quantitative Research**	Day 2	1. ***Introduction to Quantitative*** - Description and characteristics of Quantitative Research. Brief explanation of uses/studies (concept testing/pack design/communication development/etc)
			2. **Marketing Vs Social research in Quant**
			3. ***Sampling as applied in fieldwork (includes LSM/SEC)*** - Why sample. Designing a sample for your survey. Achieving that sample in the field. Determining LSM/Social class of respondents. Random sampling rules for fieldwork.
			4. ***Types of surveys and their uses*** - Introduce different types of quantitative studies, their purpose and when to select. Explain continuous/omnibus/ad hoc/tracking/etc). Explain B2B, panels, diaries, etc. Explain door to door/intercepts/hall tests/etc.
			5. ***Questionnaire Design -*** Importance of the questionnaire. Questionnaire layout rules. Structuring a questionnaire. Types of questions. The use of scales. The use of grids. Use of open ended questions.
			6. ***Data collection methods (includes EDC)*** - Explore the process of a quantitative interviewing. Explain data capture methods: F2F/telephone/CATI/CAPI/etc
			7. ***Emerging technologies -*** Tools, technologies and trends in Quantitative Research
			8. ***Data processing -*** Coding of closed questions. Coding of open ended questions. Double entry. Error counts.
			9. ***Quality control methods*** - Field control measures. DP control measures. Data verification checks.
			10. ***Basic Statistics for research*** - Basic statistics for researchers. Means/medians. Confidence levels.
			11. ***Data analysis and reporting*** - The whole count. Running cross tabs. Reading tables. Identifying meaningful findings.
			12. ***Quantitative report writing*** - Structure of reports. Charting and graphs to show results. Construction of narrative.
6	**Qualitative Research**	Day 3	1. ***Introduction to Qualitative*** - Description and characteristics of Qualitative Research.
			2. **Marketing Vs Social research in Quantitative**
			3. ***Types of studies and their uses -*** Introduce

different types of qualitative studies, their purpose and when/why to select. Identify the benefits and pitfalls of each. Show the interaction and connection with quant.

4. *Qualitative methodologies* – when and how to conduct:
   - Focus groups (mini groups)
   - IDIs (paired depths)
   - Observation (ethnography /mystery shopping)

5. *Emerging technologies* - Tools, technologies and trends in Qualitative Research

6. *Developing tools & techniques*
   Discussion guides - Importance of the discussion guide. Structuring and layout. Types of questions. The use of self-completes in discussions. Inclusion of techniques. Introduction to elicitation techniques - Explanation of the most common elicitation techniques. When and how to use each. How to interpret responses.

7. *Respondent selection/recruitment* - The importance of group dynamics in determining the number of groups required. Design of the recruitment questionnaire. Selecting an appropriate venue. The use of incentives.

8. *Moderating skills* - The importance of setting the scene and managing the environment. Making the respondent comfortable. Recording equipment and sound quality. Establishing rapport. Administering the guide. Keeping respondents engaged. Administering techniques.

9. *Quality control methods* - Verification of respondent details. Participation of respondents.

10. *Analysis and reporting* - Transcripts, grids and analysis tools. Interpretation of data. Structure of reports. Construction of narrative. Insertion of quotes, video and audio clips.

| 7 | **Class Exercise** | Day 3 | **Micro launch Online** is a digital training game for market research. It is designed for those starting out in the industry and challenges a user's ability to apply market research essentials. Participants create a research program to build the elements of the marketing mix and then launch a new virtual brand.

What it tests
Assesses a participant's ability to:
• Design research stages
• Apply qualitative & quantitative research methods
• Use insights from research findings
• Control a budget |

8	Closing	Day 3	1. **_Evaluation_** – Filling of feedback forms 2. **_Closing_** – Closing Remarks