Marketing Research Professional Level Certification

SMstudy **SCMR-P**
Marketing Research Professional

What participants will learn

- Participants will be able to test multiple marketing hypotheses in order to better understand consumer behavior, finalize product features, define metrics for measuring marketing efforts, and track and improve marketing activities.
- SMstudy Certified Marketing Research Professionals are facilitators who ensure that well-planned marketing research methods are in place to measure factors that can help drive better corporate decision-making, and in turn more decisive marketing actions.

Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- SMstudy Certified Marketing Research Professional certification by SMstudy

Examination Guidelines

An online proctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 100 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 120 minutes duration

Audience Profile

This certification is appropriate for anyone who is interested in becoming a Marketing Research Professional.

Prerequisites

There is no formal prerequisite for this certification. However, it is preferable to complete the SMstudy® Certified Marketing Research Associate and study the recommended processes from the SMstudy® Guide – Marketing Research book before applying for the SMstudy® Certified Marketing Research Professional. All the required resources are also provided as part of the online certification course.

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Course Outline

Introduction

- A Brief History of Marketing Research
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Marketing Research Overview

Define Research Problem and Choose Research Design

- Design Research Problem
- Choose Research Design

Data Collection

- Collect Secondary Data
- Collect Primary Data

Data Processing and Data Analysis

- Data Processing
- Data Analysis

Data Interpretation and Reporting

- Data Interpretation
- Reporting

Appendix

- Data
- Statistical Measurement of Data
- Probability
- Random Variables and Probability Distributions
- Sampling Distributions
- Methods of Least Square
- Analysis with Statistical Package

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.