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# Marketing Research Associate Level Certification

**SMstudy SCMR-A**
Marketing Research Associate

## What participants will learn

- Participants will be familiar with the key concepts in marketing research.
- Participants will get a basic understanding of how Marketing Research framework helps to conduct Marketing Research and to analyze Sales and Marketing data.

### Audience Profile

Anyone interested in knowing more about Marketing Research can take up this course and exam for free.

## Takeaways

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

## Examination Guidelines

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

- Multiple Choice
- 40 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 30 questions need to be answered correctly to pass
- 60 minutes duration

### Prerequisites

There is no formal prerequisite for this 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.*