

Finance, Accounting & Tax

The Role of Market Research in Decision-Making

Course Details

Price

£215.00

Length

Half day (09:00-12:30)

Course Overview

The importance of market research and the techniques used in gathering data and information have changed significantly over recent years. However, one thing is clear...there are many examples where important decisions have been based on less than perfect or wrongly interpreted market intelligence.

This course has, therefore, three primary objectives. The first is to identify the role that market research plays in different economic sectors. Once that has been understood, the various methodologies available in ascertaining market trends and feedback and their effectiveness will be addressed. Finally, whether there is still a role for market research in a rapidly changing world will be considered as will the constraints of GDPR.

Content

The course content comprises the following elements:

- Importance of market research in the decision-making process
- Do's and don'ts in market research
- Setting of research objectives
- Identification of the target audience in any research project
- Selection of appropriate survey methodology
- Accuracy of any survey work
- The importance of GDPR

Benefits

If you have a marketing or business development role, this half-day course is designed to enable you to question the importance of sound market research in decision making and to recognise the deployment of correct methodologies used in various market situations.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.