Mindluster Platform

About the course Marketing research fundamentals

Course Presenter : Commerce lectures

Marketing research, in this course we will learn about the essential concepts and methods of marketing research, including survey design, data collection, sampling, and analysis techniques. You'll explore both qualitative and quantitative research, understand consumer behavior, and learn how to interpret data to provide actionable insights. The course covers real-world case studies, modern tools used in digital research, and how to apply findings to marketing strategies. Whether you're a beginner or looking to sharpen your research abilities, this course equips you with practical knowledge to conduct effective market research and contribute to business growth. Join us to build a strong foundation in marketing research and elevate your decision-making skills. Commerce lectures

Marketing Category's Courses

Course Lesson(8)

Lesson 1 : **Marketing research and its importance class 11 entrepreneurship notes**

Lesson 2 : **Marketing research process class 11 entrepreneurship notes**

Lesson 3 : **Characteristics of good marketing information class 11 entrepreneurship notes**

Lesson 4 : **Market survey methods used for surveying class 11 entrepreneurship notes**

Lesson 5 : **Steps in market survey class 11 entrepreneurship notes**

Lesson 6 : **Importance of market survey class 11 entrepreneurship development notes**

Lesson 7 : **Types of market survey census and sample class 11 entrepreneurship development notes**

Lesson 8 : **Questionnaire meaning quality of good questionnaire class 11 entrepreneurship notes**

Related courses

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Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

YouTube Marketing Training

Google Adwords Training

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