Mindluster Platform

About the course Marketing research and analysis

Marketing research and analysis: In this course, we will explore the techniques and methods used to conduct marketing research and analyze data. Gain insights into consumer behavior, market trends, and competitive intelligence to make informed marketing decisions. Develop skills in data collection, analysis, and interpretation to drive strategic marketing initiatives.

Marketing Category's Courses

Course Lesson(40)

Lesson 1 : **Lecture 1 Introduction to Marketing Research**

Lesson 2 : **Lecture 2 Defining Research Problem**

Lesson 3 : **Lecture 3 Developing Research Approach Developing Research Design Non Conclusive**

Lesson 4 : **Lecture 4 Research Design Conclusive**

Lesson 5 : **Lecture 5 Qualitative Research Nature and Approaches**

Lesson 6 : **Lecture 6 Qualitative Research Depth Interview Focus Group Discussion**

Lesson 7 : **Lecture 7 Projective Techniques Case Study**

Lesson 8 : **Lecture 8 Case Study Descriptive Research Design Research Errors**

Lesson 9 : **Lecture 9 Primary Secondary Data Research Error**

Lesson 10 : **Lecture 10 Measurement Scaling Comparative Non comparative Scaling**

Lesson 11 : **Lecture 11 Scale Development Process**

Lesson 12 : **Lecture 12 Questionnaire Form Design**

Lesson 13 : **Lecture 13 Causal Research Types**

Lesson 14 : **Lecture 14 Experimental Design Sampling**

Lesson 15 : **Lecture 15 Sampling Design Procedure**

Lesson 16 : **Lecture 16 Sampling Sample Size Determination**

Lesson 17 : **Lecture 17 Hypothesis Development Null Alternate Type I Type II Errors**

Lesson 18 : **Lecture 18 Data Preparation**

Lesson 19 : **Lecture 19 Hypothesis Testing T Test Z Test**

Lesson 20 : **Lecture 20 T Z F Test**

Lesson 21 : **Lecture 21 Hypothesis Testing ANOVA MANOVA**

Lesson 22 : **Lecture 22 Cross Tabulation Chi Square Test**

Lesson 23 : **Lecture 23 Correlation Regression**

Lesson 24 : **Lecture 24 Regression**

Lesson 25 : **Lecture 25 Factor Analysis**

Lesson 26 : **Lecture 26 Factor Analysis**

Lesson 27 : **Lecture 27 SEM CFA 1**

Lesson 28 : **Lecture 28 SEM CFA 2**

Lesson 29 : **Lecture 29 SEM CFA 3**

Lesson 30 : **Lecture 30 Cluster Analysis I**

Lesson 31 : **Lecture 31 Cluster Analysis II**

Lesson 32 : **Lecture 32 Discriminant Analysis**

Lesson 33 : **Lecture 33 Discriminant Analysis cont**

Lesson 34 : **Lecture 34 Researching Rural Market**

Lesson 35 : **Lecture 35 International Marketing Research**

Lesson 36 : **Lecture36 Ethics in Marketing Research**

Lesson 37 : **Lecture 37 Ethics in Marketing Research 1**

Lesson 38 : **Lecture 38 Report Preparation Presentation**

Lesson 39 : **Lecture 39 Multi Dimensional Scaling**

Lesson 40 : **Lecture 40 Conjoint Analysis**

Related courses

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