



MARKETING  
INSTITUTE OF  
SINGAPORE

# MARKETING

Date:

**1–2 Mar 2012**  
**10–11 May 2012**

Course Fees:

**S\$680.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# The Nuts & Bolts of Market Research

## Why You Should Attend This Course:

The market place is becoming increasingly competitive. The understanding of the ever changing market environment and customer requirements is crucial for the survival of organisations and businesses.

Market research provides organisations and businesses with an effective and efficient way to continuously stay in touch with market place changes and customers' perceptions, behaviours and needs. This is crucial in ensuring that organisations and business stay relevant and competitive in the market.

This 2-day course will enable participants to gain a deeper understanding of the nature and role of market research. More specifically, participants will acquire the knowledge and skills to meet their organisations' research needs. Using a hands-on approach, participants will be involved in the market research process through the development of a research problem and designing appropriate research methodologies to answer their research needs.

## Learning Outcome:

- Gain an appreciation of the nature and role of market research for organisations
- Develop an understanding of the importance of market research and identify with its benefits
- Recognise the different types of frequently used research methodologies
- Identify appropriate research methods for different research needs and requirements
- Understand the various steps of the research process
- Acquire the necessary skills to develop questionnaires, implement fieldwork, generate data and analyse findings

## Course Outline:

### Understanding the various types of market research

- Market research defined
- Types of research methodologies (Quantitative vs. Qualitative)
- The pros and cons of different research methodologies

### Committing to the benefits of market research

- Roles of market research and the various methodologies
- Importance and benefits of market research
- Identify the appropriate research methodologies based on the varying research needs of an organisation

### Implementing a market research project

- Market research process explained (Problem Definition; Research Design & Method; Data Collection; Data Preparation & Generation; Data Analysis; Report Preparation)
- Problem definition explained
  - Constructing clear and usable research problem and objectives
- Research sampling methods explained
  - Types of sampling methods (covering randomised and non-randomised sampling)
  - Identify the most suitable sampling method and calculating required sample sizes
- Questionnaire development explained
  - Techniques for question construction (covering question content; question wording; question structure)
  - open-ended, close-ended, multiple choice, dichotomous, scale; questionnaire format
  - Appreciate the issues to good questionnaire development through hands-on development
- Conducting fieldwork explained
  - Strategies to securing interviews
  - The do's and don'ts of asking questions
  - Acquire the expertise to conduct fieldwork through an understanding of issues fieldworkers experience
- Data entry, generation and interpretation explained
  - Acquire skills for data coding, data entry and data generation in excel
  - Acquire knowledge for interpreting and analysing data collected (covering central tendency and frequency distribution)

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## Who Can Benefit?

Anyone who is involved in the commission or implementation of market research projects for their organisation.

## Trainer's Profile:

**Alphonsus Tan** graduated from the National University of Singapore with Honours (2<sup>nd</sup> Upper) in Economics in 1996. He has 15 years of strategic planning and market research experience. Having served in the former Productivity and Standards Board's (now known as Spring Singapore) Planning and Research department, he was involved in the Board's Strategic Planning Process, conceptualising business development blueprints and developing the Board's Corporate Development framework based on the Singapore Quality Award criteria for business excellence. He was also responsible for monitoring and analysing the Board's performance through the Board's Hierarchy of Indicators Framework and Performance Monitoring Process.

In the area of research, Alphonsus has been a part of various multinational research agencies including Euromonitor and the former AMI (now known as Synovate). He has managed projects locally and in the region – for country and industry-level studies, government policy and economic performance analysis, and customised quantitative and qualitative surveys for various brands and companies.

With Consumer Minds, Alphonsus was instrumental in the development of Market-i (as an integral part of the company's Customer Service Consultancy), a highly unique and objective mystery shopping framework that has helped many client organisations move closer towards achieving and maintaining excellence in service.

Alphonsus has managed clients such as AIA, BrandHub, EZ-Link, Golden Village, HSBC Insurance, Jafco, Kia Motors, Kiehl's, LG, L'Oreal, Maison de la France, National Kidney Foundation, OCBC Bank, Prudential, Publicis, PaperOne, Red Baron Inc, Singapore Pools, Space, Simmons, Sopexa, Tequila and many others. He has been an associate trainer for 8 years, focusing on the areas of Market Research, Customer Service and Economics.

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# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

<b>The Nuts &amp; Bolts of Market Research</b> <input type="checkbox"/> 1–2 Mar 2012 <input type="checkbox"/> 10–11 May 2012    (9.00am to 5.00pm) <b>S\$680 (subject to 7% GST)</b> <b>Includes lunch &amp; refreshments</b>		<b>*Approved for SDF funding</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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