



# WORKSHOP JULY 2017

## Introduction to Market & Social Research

The MSRA Introduction to Market & Social Research course targets new comers in the research industry and is meant to help participants build a firm foundation and improve their capabilities within the research field.

### FOCUS AREAS

- Introduction to research
- Research Ethics
- Research methods & processes
- Quantitative Research
- Qualitative Research

### CHARGES

MSRA Members  
**KSHS 15,000 (Incl. VAT)**

Non-Members  
**KSHS 17,000 (Incl. VAT)**

**27TH - 29TH JULY** 

**LENANA HOUSE  
CONFERENCE CENTRE**   
LAVINGTON, NAIROBI