

MSRA INTRODUCTION TO MARKET & SOCIAL RESEARCH WORKSHOP

23RD – 25TH JULY 2019

PROGRAM

Date	Module	Topic/s	Facilitator/s
DAY 1 TUESDAY 23RD JULY 2019	Registration 7.30 – 8.00am		
	Introduction to Research (8.00 – 9.30am)	Participants Introduction Introducing MSRA Purpose of research	
	9.30 – 10.00am Tea/Coffee Break		
	Research Process (10.00am – 11.30pm)	Research Briefs Defining the research problem Methods of primary & secondary data collection Planning and managing a research project Communicating the findings	
	Case Study (11.30am- 1:00pm)	Ethics	
	1.00 – 2.00pm Lunch Break		
	Social Research (2.00 – 3.30pm)	Social Research	
	Impact of Research (3.30 – 4.30pm)	Impact Client Case Studies	
	4.30pm Tea/Coffee Break /Close of Day		
	DAY 2 TUESDAY 24TH JULY 2019	Quantitative Research - Introduction & Design (8:00 – 9:30am)	Introduction to Quantitative Sampling as applied in fieldwork (includes LSM/SEC) Types of surveys and their uses
		Marketing Vs Social research	
9.30 – 10:00am Tea/Coffee Break			
Quantitative Research - Execution & QC (10.00 – 11:30am)	Data Collection Methods Data Processing Quality Control Methods		
	Emerging technologies in Quantitative research		

	Quantitative Research – Analysis & Report (11.30am – 1.00pm)	Basic Statistics for research Data analysis and reporting Quantitative report writing	
	1.00 – 2.00pm Lunch Break		
	Qualitative Research - Introduction to Qualitative Research (2.00 – 3.30pm)	Introduction to Qualitative Types of surveys and their uses	
		Marketing Vs Social research	
3.30pm Tea/Coffee Break /Close of Day			
DAY 3 TUESDAY 25TH JULY 2019	Qualitative Research - Qualitative Design (8.00 – 9.30am)	Qualitative methodologies Developing tools & techniques	
		Emerging technologies in Qualitative research	
	9.30 – 10.00am Tea/Coffee Break		
	Qualitative Research - Execution & QC (10.00 – 11.30am)	Respondent selection & recruitment Moderation Quality control methods	
	Qualitative Research - Analysis and reporting (11.30am – 1.00pm)	Analysis and reporting	
	1.00 – 2.00pm Lunch Break		
	MR Online Simulation (2.00 – 4.00pm)	MR Online Simulation	
	CLOSURE (4:00 – 4:30pm)	Closing Speech and Feedback	
	4.30pm Tea/Coffee Break /Close of Training		