



Date of Commencement: 21 July 2011

Duration: 4 months

Day: Thursdays

Time: 7.00pm - 9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fees: RM850 per participant

HRDF Training Grant: SBL

The aim of this module is to provide students with knowledge and understanding of marketing and advertising research and their applications to marketing and advertising communications. It also aims to provide an insight into the different methods and techniques used to measure the communication effects of advertising.

Objectives:

Upon completion of this course, participants will:

- understand research terminology.
- understand the basic principles of statistical methods and sampling theories.
- have a knowledge of various types of research methods and techniques used in data collection, tracking and measuring consumer behaviour and attitudes.
- have knowledge of the various research applications in making marketing and advertising decisions.
- have knowledge of the techniques used in measuring audience and advertising effectiveness.

Contents:

- Introduction to Marketing and Advertising Research
- An Overview of Various Types of Research Methods and Techniques
- Questionnaire Design
- Statistical Methods and Sampling Theories
- Quantitative and Qualitative Research
- Psychographic and Lifestyle Research
- Advertising Research
- Media Research
- Preparation of Research Briefs and Proposals
- Data Analysis, Reporting and Presentation of Results

Suitable for executives and supporting administrative personnel