

Professional French Masters Program
Professional Workshop Description

Market Research

Spring 2021

Online tutorials beginning February 19th

followed by a live interactive seminar

(March 19, 2021)

Workshop presenter: Leah Fink

Basic description

Knowledge of basic market research techniques is essential in many jobs sought out by graduates of the PFMP, ranging from NGOs to corporate positions to health care to academia. Whether you are in charge of running the research, selecting and commissioning an agency to run a study, or interpreting the results of a piece of research, it is important to understand how to successfully conduct market research and use the findings to develop actionable recommendations. As many graduates will be in non-managerial positions upon completion of the PFMP, having these skills will be another way to stand out from your peers and excel in your first post-graduate role. This workshop has been designed specifically for PFMP students and will expose participants in all concentration areas to key market research skills.

Workshop participants will receive a hands-on introduction to market research that will take them through the major steps of a study—from identifying and writing a research question to putting together a presentation of the results. Participants will be exposed to different research methodologies (quantitative and qualitative) and different applications of market research (satisfaction surveys, political polling, new product development, concept testing, digital, health care).

Learning Outcomes

All students finishing this workshop will have a better understanding of how to:

- write concise research questions and identify the differences between business and research objectives;
- identify when objectives are best answered by quantitative vs. qualitative research;
- write a simple quantitative questionnaire;
- analyze the results of a quantitative survey;
- put results into a Power Point presentation that clearly “tells a story” of how they relate to the objectives of the research.