



## Pharmaceutical Market Research

### A 300 Level Course

[www.iibd.com/pharmaceutical-market-research/](http://www.iibd.com/pharmaceutical-market-research/)

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### Overview

At this seminar, topics that will be covered include:

- The Research Process
- Qualitative Research Methods
- Quantitative Research Methods
- Conjoint Analysis Workshop
- Application of Multivariate Statistical Methods

The role of the market researcher is more critical than ever. Market researchers help chart the open waters and navigate the company to reach its goals. Complex business challenges require researchers to use specialized research techniques, while managing significant budget constraints and shorter timelines.

### Content

The objective of this course is to teach today's pharma market researcher the fundamentals of the research process, including the basics of both qualitative and quantitative research techniques, primary and secondary research methods, and advanced marketing science applications such as conjoint analysis.

At this 2-day course, participants will learn the principles of marketing research, led by consultant instructors.

### Who Should Attend

All levels of market research, analyst to manager or anyone associated with or requiring marketing research, including commercial analytics, marketing communications, project management, strategic planning, new business development, brand management and financial management

### 2010 Dates

US Courses:

April 28-29, 2010 / Radnor, PA Villanova Conference Center

November 17-18, 2010 / Radnor, PA Villanova Conference Center

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## Course Agenda

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	DAY 1	DAY 2
<b>8:30 AM</b>	Introduction to Course Objectives The Market Research Process <p style="text-align: center;"><b>15 Minute Break</b></p> The MRP Cont'd Problem Identification	Day 1 Review Case Study Debriefing Primary Research <p style="text-align: center;"><b>15 Minute Break</b></p> Qualitative Research Quantitative Research
<b>12:00 PM</b>	<b>Lunch</b>	<b>Lunch</b>
<b>1:00 PM</b>	Secondary Data Analysis  Group/Interactive Session Case Study Exercise <p style="text-align: center;"><b>15 Minute Break</b></p> Break-Out: Case Study on Market Definition and Opportunity Assessment	Questionnaire Design Sampling <p style="text-align: center;">Data Analysis</p> Univariate/Bivariate/Multivariate <p style="text-align: center;"><b>15 Minute Break</b></p> Brand Perceptual Mapping
<b>5:00 PM</b>	End of Day 1	End of Day 2