Sales and Marketing Certifications

Professional | Specialist | Expert

MARKETING RESEARCH CERTIFICATION PROGRAM

Let's excel EDDS CONSULTING

Lahore, Pakistan

VMEdu Authorized Training Partner

Authorized Training Partner
VMEdu Inc, USA.

Who is VMEdu Inc ?

EDDS Consulting is an Authorized Training Partner with VMEdu Inc, USA. VMEdu is a leader in the professional training and certification industry and has facilitated the training of 500,000+ students from 3500+ corporations across 150+ countries with a success rate of 98.7% through its global network of 1100+ training providers.

VMEdu uses its state-of-the-art content creation expertise to create the best-quality online and classroom courses. This quality is provided to students worldwide through its global network of 1100+ training partners. Our courses come with an assurance of consistent, high-quality content presented in multiple formats–such as videos, podcasts, simulated tests, and mobile apps that ensure a well-rounded and practical learning experience for students.

Course Overview

109+ High Quality Videos

High quality, interactive, and engaging online videos teach each chapter and knowledge area. All course videos are prepared and presented by industry experts.

6 Helpful Study Guides

Study guides for each chapter cover key concepts in all knowledge areas. These are also available in downloadable formats that can be accessed whenever needed.

52 Test Questions

Practice tests for each chapter help students gauge their preparedness. You even have the flexibility to select the number of chapter test questions you want to attempt.

240+ Terms and Definitions

Important terms and concepts for all chapters and knowledge areas are included. You can also use these terms as a collection of flashcards for practice and review.

16 PMI Approved PDUs

PMI approved PDUs for continuing certification requirements as set by PMI ensure that the certified professional's competencies are up to date and relevant.

Mobile App

Access courses in all formats anytime, anywhere through our innovative mobile app and enjoy the same learning experience that you get online.

Progress Tracking

Track your progress in any course and chapter online or on mobile app and continue from where you left off.

Certification Exam

The certification exam is included in the course. The exam is online and proctored. Candidates have

Professional Level	Specialist Level	Expert Level
Exam: 2 hours	Exam: 3 hours	Exam: 4 hours
100 Questions	140 Questions	180 Questions
Fee*: $300	**Fee*: $450**	**Fee*: $650**

* Fee includes exam fee.
* Discounts available.

PROCESS FLOW

- Schedule the proctored exam. If required by the Authority, you may need to submit relevant documents.
- The Certifying Authority (SMstudy®) verifies the application; confirms the exam date & time.
- Take the proctored exam online.
- Upon successful completion of the exam get an online certificate.
- The physical certificate will be shipped to your postal address.
- If you are unable to pass the exam, you can schedule again by paying $50.

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Marketing Research Body of Knowledge

NOTES on Certification Exam

- The 'Professional' level certification exam only evaluates the Inputs, Tools and Output marked with *.
- The 'Specialist' and 'Expert' level certification exam evaluates all the listed Inputs, Tools and Outputs.

1. INTRODUCTION

1.1. How to Use the SMstudy® Guide?

1.1.1. Process-Oriented Approach with Defined Inputs, Tools, and Outputs

1.1.2. Using SMstudy® Guide with SMstudy

1.1.3. Certification Schema for SMstudy® Certifications

1.2. Why Use the SMstudy® Guide?

1.3. Brief History of Marketing Research

1.3.1. Early Models of Sales and Marketing

1.3.2. Conventional Mass Media Marketing

1.3.3. Fragmented New-Age Marketing

1.3.4. Innovative Internet-Enabled Business Models

1.3.5. Sales and Marketing as a Continuum

1.4. Corporate Strategy Overview

1.5. Aspects of Sales and Marketing

1.6. Levels of Sales and Marketing Strategy

1.7. Marketing Strategy Overview

1.8. Marketing Research Overview

1.8.1. Define Research Problem and Choose Research Design

1.8.2. Data Collection

1.8.3. Data Processing and Data Analysis

1.8.4. Data Interpretation and Reporting

2. DEFINE RESEARCH PROBLEM AND CHOOSE RESEARCH DESIGN

2.1. Define Research Problem

2.1.1. Inputs

2.1.1.1. Management Problem*
2.1.1.2. Existing Marketing Strategy
2.1.1.3. Corporate Strategy*
2.1.1.4. Senior Management Direction and Insights

2.1.2. Tools

2.1.2.1. Use Cases
2.1.2.2. Fishbone
2.1.2.3. 2x2 (Two-by-Two) Matrices
2.1.2.4. Meetings and Discussions*
2.1.2.5. Situation Analysis*
2.1.2.6. Symptomatic Situation Analysis

2.1.3. Outputs

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2.1.3.1. Research Problem and Objectives*

2.2. Choose Research Design

2.2.1. Inputs

2.2.1.1. Research Problem and Objectives*
2.2.1.2. Senior Management Direction and Insights*
2.2.1.3. Expert Judgement
2.2.1.4. Background Information*
2.2.1.5. Available Information

2.2.2. Tools

2.2.2.1. Meetings and Discussions*
2.2.2.2. Available Information Evaluation
2.2.2.3. Exploratory Research Design*
2.2.2.4. Descriptive Research Design*
2.2.2.5. Causal Research Design*

2.2.3. Outputs

2.2.3.1. Selected Research Design*

3. DATA COLLECTION

3.1. Collect Secondary Data

3.1.1. Inputs

3.1.1.1. Senior Management Direction and Insights
3.1.1.2. Research Problem and Objectives*
3.1.1.3. Selected Research Design*

3.1.2. Tools

3.1.2.1. Meetings and Discussions*
3.1.2.2. Internal Reports*
3.1.2.3. Annual Reports
3.1.2.4. Government Publications*
3.1.2.5. Commercial Sources
3.1.2.6. General Media*
3.1.2.7. Bibliographic Database

3.1.3. Outputs

3.1.3.1. Collected Secondary Data*

3.2. Collect Primary Data

3.2.1. Inputs

3.2.1.1. Research Problem and Objectives*
3.2.1.2. Selected Research Design*
3.2.1.3. Senior Management Direction and
3.2.1.4. Insights
3.2.1.5. Secondary Data*
3.2.1.6. Sampling Design*

3.2.2. Tools

3.2.2.1. Observation Techniques*
3.2.2.2. Experiments*
3.2.2.3. Qualitative Techniques*
3.2.2.4. Quantitative Techniques*

3.2.3. Outputs

3.2.3.1. Collected Primary Data*

4. DATA PROCESSING AND DATA ANALYSIS

4.1. Data Processing

4.1.1. Inputs

4.1.1.1. Primary Data*
4.1.1.2. Secondary Data*

4.1.2. Tools

4.1.2.1. Coding*
4.1.2.2. Data Cleaning*
4.1.2.3. Weighting

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4.1.2.4. Variable Re-specification
4.1.2.5. Scale Transformation
4.1.2.6. Tabulation*
4.1.2.7. Computer Processing*
4.1.2.8. Data Mining*
4.1.3. Outputs
4.1.3.1. Processed Data*
4.2. Data Analysis
4.2.1. Inputs
4.2.1.1. Research Problem and Objectives*
4.2.1.2. Data Analysis Objectives*
4.2.1.3. Selected Research Design*
4.2.1.4. Processed Data*
4.2.1.5. Expert Judgment
4.2.2. Tools
4.2.2.1. Statistical Inference*
4.2.2.2. Bivariate Data Analysis
4.2.2.3. Multivariate Data Analysis
4.2.2.4. Statistical Packages*
4.2.3. Outputs
4.2.3.1. Analysed Data*
5. DATA INTERPRETATION AND REPORTING
5.1. Data Interpretation
5.1.1. Inputs
5.1.1.1. Analysed Data*
5.1.1.2. Research Problem and Objectives*
5.1.2. Tools
5.1.2.1. Tables*
5.1.2.2. Charts*
5.1.2.3. Expert Judgement
5.1.3. Outputs
5.1.3.1. Interpretations*
5.2. Reporting
5.2.1. Inputs
5.2.1.1. Interpretations*
5.2.1.2. Research Problem and Objectives*
5.2.1.3. Senior Management Direction and
5.2.1.4. Insights
5.2.2. Tools
5.2.2.1. Oral Reporting
5.2.2.2. Report Writing*
5.2.2.3. Report Format
5.2.2.4. Presentation Software
5.2.3. Outputs
5.2.3.1. Research Report*
5.2.3.2. Recommendations

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Course Accessibility

Duration
180 days
Accessible on any device
Desktop, Laptop, Tablet, Phone
Any operating system
Windows, Android, iOS

Mobile App: VMEdu

Android
https://goo.gl/THiQB8
iOS
https://goo.gl/cVdHCM

Prerequisites

	Professional Level	Specialist Level	Expert Level
Experience	None	3-years work experience	5-years work experience
Education	Preferably Fundamentals Level.	Study of all processes in SMBOK Guide and 20 mandatory educational hours.	Study of all processes from SMBOK Guide, 40 mandatory educational hours and professional recommendation.
Target Audience	Interested to become a Sales and Marketing Professional.	Sales and Marketing Professionals who want to Lead S & M Teams.	Sales and Marketing Professionals and Specialists who want to become Experts.

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Who we are

EDDS Consulting was founded in 2012. Facilitating a growing list of clients in Pakistan as well as in the USA, UK, Belgium, UAE, Australia and Egypt. We help in creating opportunities for individuals as well as organizations to mark their way in the continuous pursuit of excellence. Our core value of service is excellence in Management Consulting & Training.

EDDS Consulting offers services in three major areas: Management Consulting, General Management Training and Professional Certifications.

Main disciplines in which we provide training and certifications for are:

Project Management | Sales and Marketing | Scrum & Agile | Quality Management | Negotiations Management | Lean Management | Time Management

We provide consulting services in:

Lean Transformation | Business Intelligence Solutions

Contact Us

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