

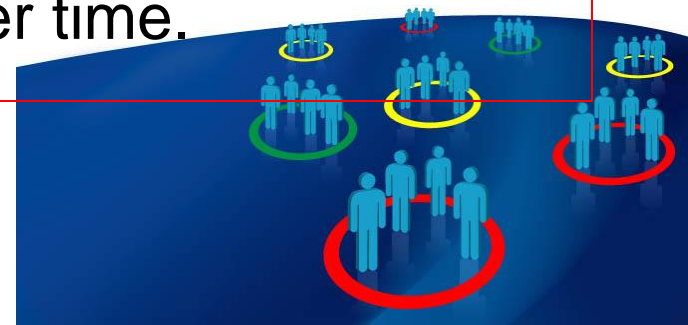
MARKET RESEARCH FOR BUSINESS INTELLIGENCE – AN OVERVIEW



Herbert M. Sancianco

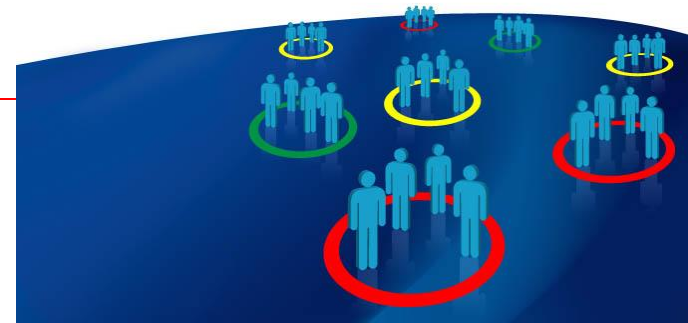
Market research is a key marketing tool that enables a Marketer to plan out the appropriate marketing plan and strategies for market entry and/or expansion directions.

Market research provides the first and continuing feedback mechanism from the target market. It provides an assessment of how a brand has fared in the marketplace and how the brand's customers respond to it given its claimed brand promise and value. It is able to cite what are its basic issues and positive qualities that influence its commercial outlook. Market shares are estimated which in turn helps the Marketer track how well the brand has performed given the many marketing programs that were implemented over time.



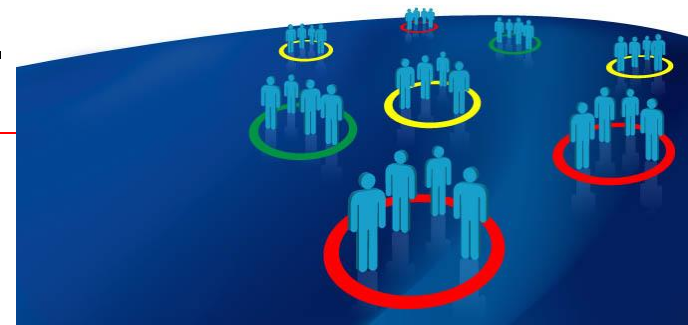
Knowing how to plan out a cost-effective and widest audience reach in broadcast and print media is as important as learning how to conduct a credible market research study because both has an audience that a brand talks to. Many Marketers are often implementing terrific marketing strategies that fall short of delivering their business goals all due to poor media planning relative to either a small or big budget support.

In this module, the participants shall be provided with entry level knowledge of practical market research where hands-on group work exercises shall be done on selected query topics for a quantitative and qualitative study application.



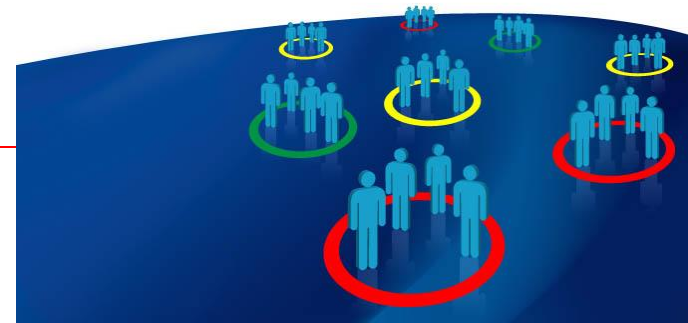
WHO SHOULD ATTEND?

- Non-marketing course graduates who presently have marketing related functions within their current job descriptions such as those who are in a sales and marketing department.
- Sales people who may be transferred in the future to the marketing department.
- Businessmen of small and medium enterprise companies who have no formal training on the marketing function.
- Advertising agency people in the account management or creative teams.



SCHEDULE AND OTHER DETAILS

- **This module will cover a 7-week period starting from October 21, 2014.**
- **Classes are held every Tuesday and Friday from 6pm to 9pm at the Yuchengco Institute of Advanced Studies for a total of 14-class days.**
- **The students are required to complete 42 class hours or more throughout this period which will include off-campus work on the varied homework assignments that are issued.**
- **Some of the classroom sessions will be handled by DLSU Graduate School professors and guest speakers for certain topics.**



TOPICS

- **DAY ONE**

Overview of Market Research

- **DAY TWO TO FOUR**

Understanding Quantitative Research

Quantitative Research establishes the statistical reference for a set of research query points that a brand would like to learn from its target market and retail performance. The students will learn how to first prepare a research brief and understand the work process involved. They will learn how to tabulate their raw data into a readable format. They will learn what are the basic query points for a brand health check involving covering the target user and trade. A hypothetical exercise will be conducted as a homework.

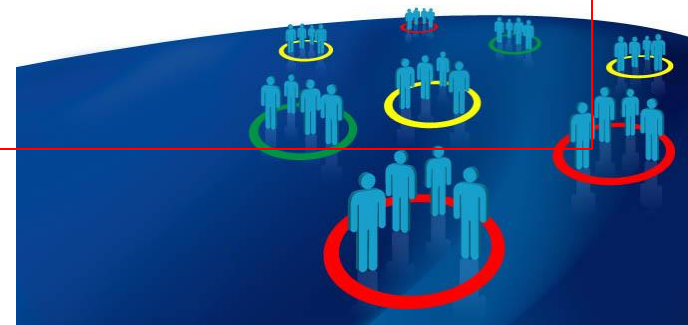


TOPICS

- **DAY FIVE TO SEVEN**

Understanding Qualitative Research

Qualitative research is the other research format which provides the marketer with important insights of a research query point(s) and basically takes off from what statistical outputs such query points generated from a quantitative study. They will also learn what is the workflow of this type of study. The students will have a simulated exercise as a homework.



TOPICS

- **DAY EIGHT AND NINE**

Understanding Trade Research

Trade research is the investigation of a brand's retail performance in the various sales channels it serves. It is usually curious about its supply presence, sales velocity market share position and competitive advantage.

- **DAY TEN AND ELEVEN**

Understanding Media Planning

The students will learn how to develop a media plan according to how a media planner will prepare a basic plan. They will learn what are the various planning pre-works that creates a highly cost efficient and effective program.



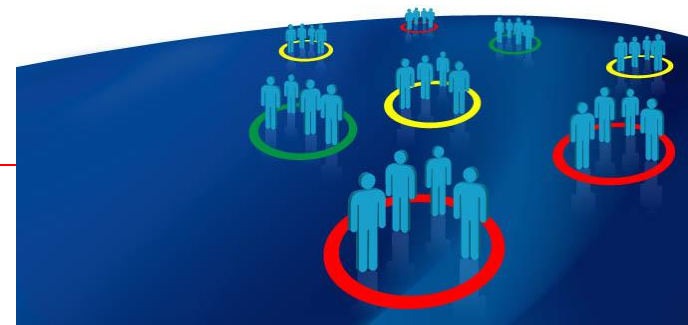
- **DAY TWELVE TO THIRTEEN**

Case Study Group Work

- **DAY FOURTEEN**

Group Presentation

Within these class sessions, the students will be given take-home assignments requiring a group work effort in satisfying its requirements.



BACKGROUND – HERBERT M SANCIANCO



- **DLSU graduate – BSC Marketing Management 1979**
- **PMA cadet – Makatarungan Class of 1978 associate member**
- **Working student in college**
- **Worked for JWT, J&J, First Pacific Metro Marketing and Pepsico International**
- **For Pepsico – posted in Saudi Arabia and Vietnam as Business Development Manager**
- **Currently the President of Market Bridges Phils. Inc. – an outsource marketing service and business consultancy agency**
- **Business Educator and Soft Skills Trainor**
- **Management Consultant – expert on Corporate Rehabilitation, FMCG, Foodservice, Retail Service, Healthcare, Telecoms, Travel and Leisure, Consumer durables, Real Estate and Investment Banking**
- **Author – SALES PROMOTION: PRINCIPLES AND BEST PRACTICES (July 2010) – Anvil Publishing Inc.**
- **Author – CREATING GREAT CUSTOMER SERVICE (Sept 2011) – No. 9 Bestseller National Bookstore – Anvil Publishing Inc.**
- **Author – CORPORATE REHABILITATION Companies in Distress – October 2014 – Anvil Publishing Inc.**