

# MARKETING RESEARCH MASTER CLASS

Following a highly successful inaugural Marketing Research Master Class for client-side researchers, we are pleased to announce registration for Season 2 is **NOW OPEN**.



**This six-week program is complimentary to client side researchers in Canada and the US, with 4 or fewer years experience in the business.**

**Separately, if you have a team of researchers with experience, we would be happy to accommodate them with custom sessions.**

The program comprises 6 online two-hour classes, held one evening per week, designed to provide students with research fundamentals taught by experienced practitioners – what it is, what it provides, when it’s appropriate, and how it is conducted.

The interactive course will be led by **RESEARCH STRATEGY GROUP**’s senior team members, along with relevant experts from various disciplines, with opportunity to ask any questions you want to ask.

**This is your chance to have candid conversations with leaders in the industry.**

## Feedback from Season 1 participants:

*"... such a great learning experience and a truly fascinating 6 weeks".*

*"Thank you ... for revisiting the foundations through your amazing, innovative work in the field. What a spectacular range of methods to observe and learn from ..."*

*"I am sad to see it end! The topics covered were so interesting and have proven to be very valuable to my day-to-day work. The speakers were also very engaging."*

*"Such a joy to attend and I really have learned so much and have already been able to put some of what I have learned to use. It was so nice ... to learn new information about a vast variety of topics."*

*"It was great to have such unique and expert presenters each and every class. I also love how **RESEARCH STRATEGY GROUP** often has a strong POV."*



## Season 2 curriculum and schedule:

**Week 1 | June 2** Introduction to Marketing Research; Fundamentals of qualitative and quantitative research

**Week 2 | June 9** Advanced Analytics & Methods (e.g. Discrete Choice, etc.)

**Week 3 | June 16** Application of Behavioural Economics/Social Sciences (e.g. Ethnography, Psychoanalytics, Semiotics, etc.)

**Week 4 | June 23** Brand Positioning

**Week 5 | June 30** Brand Health

**Week 6 | July 7** Strategic Foresight; and What you need to succeed in a dramatically changing industry – is it data science, predictive analytics, survey research, consulting?

# Contact us today

Time slots are limited, but we will do our best to accommodate your needs and time frames.

If you are a client-side researcher with 4 or fewer years, or if you have a team of researchers and would like to participate in this series, **contact Melanie Kaplan at [mkaplan@rsginc.net](mailto:mkaplan@rsginc.net).**

**RESEARCH  
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GROUP**