



**What Is Market Research?**

Learning the business of insight and analysis

**Top 5 Reasons Why You Should Apply Today...**

- 1 Work for a company focused on talent
- 2 Learn from seasoned researchers in the industry
- 3 Develop strong foundation of skills for success
- 4 Be at the forefront of the latest business trends
- 5 Gain exposure to leading-edge research technologies



**The Company We Keep:**

Hone your client development and scoping skills

**Creating the Framework:**

Gain valuable exposure to proposal development and project management



**Time to Integrate Intelligence:**

Learn the latest in research design, methodologies and resources



**Bring Insights to Life:**

Interpret your research and provide valuable analysis to clients



**Detailed Program Components**



**What Is Market Research?**

- Key Business Trends and Challenges in the areas of:
  - Customer
  - Employee Research
  - Markets and Products
  - Strategy



**The Company We Keep**

- Client Perspective
- Opportunity Identification
- Client Relationship Development



**Creating the Framework**

- Project Life Cycle Overview
- Project Management
- Project Scoping
- Budgeting



**Time to Integrate Intelligence**

- Primary Sources
- Published Sources
- Social Media Analysis
- Expert Advisory Network
- Data Mining
- Strategic Advisory



**Bring Insights to Life**

- Interpreting Results
- Business Implications
- Reporting and Client Education
- Story Telling