

Seminar & Workshop: Digital Market Research

Summary

- ✓ Course dates: January 11 - 13, 2024 and January 18 - 20, 2024
- ✓ Course duration: 5 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Justin Becker
- ✓ Price: 2660 €

Course overview

Leaders make decisions for themselves, their team and the company every day, some of which have far-reaching consequences. In order for these decisions to be targeted, a solid and secure information base is required. An essential part of this information base consists of the results of market research, which will be examined in this course.

Course content

Measurement theory

- ✓ Conceptual and methodological basics of information acquisition
- ✓ Data, information and knowledge

Introduction to empirical social research

- ✓ Basic methods of primary (survey, observation, experiment) and secondary research
- ✓ Digital methods, e.g. online surveys, tracking and web analyses, netnography
- ✓ Population, sample, representativeness
- ✓ Ethics of market research

Trend and futures research

- ✓ Application of futurology methods in practical exercises
- ✓ Scientific explanatory content of trend research

Dates

January 11 - 13, 2024 and January 18 - 20, 2024 (on-site in Berlin).

Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you in Berlin - or online - very soon!