

# Basics of market research methods

## - workshop

### (two 4-hour meetings)

**you will learn what market research is, where to obtain data, what research method to choose, how to present the results (written report and presentation)**

## thematic scope

### Part 1

✓ what do you need to do research professionally? ✓ what does it mean to use a research method?  
✓ from idea to report - stages of a research ✓ limitations in conducting research ✓ what do you want to research? a purpose of your study ✓ how to formulate a thesis or hypothesis?

### Part 2

✓ questionnaire survey - rules for creating questionnaires ✓ how to prepare an online questionnaire\* ✓ interviews\* ✓ observation ✓ test and experiment

### Part 3

✓ heuristic methods: brainstorming\*, image tests, projection, and associative techniques ✓ desk and field research ✓ method of documentary analysis and content analysis

### Part 4

✓ how to present the results - rules for preparing PowerPoint presentations, Prezi and others  
✓ preparation of a written report

\* you will need a computer and a microphone

The cost of training - **40 euros** (2 meetings, 4 hours each).

Payment method - PayPal or bank transfer. We provide the data in response to your e-mail.

We issue appropriate bills and invoices.

When is the training held? – every other month, please check the calendar on our website.

Questions? Write to [jo.hinker@hunkethub.pl](mailto:jo.hinker@hunkethub.pl)

[www.hinkerhub.pl](http://www.hinkerhub.pl)

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