MARKET RESEARCH CERTIFICATE

Program Description

Master the art of market research with this online certificate program designed to empower you with the insights and knowledge needed to create winning marketing strategies. By understanding your target audience, identifying opportunities, evaluating the competition, and making data-driven decisions, you will gain the essential skills to drive your organization's success in today's competitive marketplace.

This comprehensive certificate program will equip you with the tools, techniques, and methodologies to excel in the field of market research and analysis. Throughout the courses, you will discover how to conduct effective research, segment and target customers, position brands, and communicate brand value. You'll come away from the program armed with the knowledge and skills to create a lasting impact on your organization's growth and success.

For the best experience in this program it is recommended to take these courses in the order that they appear.

Key Takeaways

- Use systematic processes to define a market strategy
- Create a strategic customer segmentation plan
- Apply the concepts of segmentation, targeting, and positioning to a product or service
- Position new products, reposition existing products, and identify competitors
- Analyze market research to learn more about customers and products/services
- Explore the value that brands provide to the consumer

What You'll Earn

- Market Research Certificate from Cornell's SC Johnson College of Business
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Marketing professionals and analysts
- Business analysts
- Managers using data insights to make business decisions
- Account executives
- Product managers

Total Investment

- 2.5 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Market Research Certificate (https://ecornell.cornell.edu/certificates/marketing/market-research/).

Courses

Code	Title	Hours
eCornell LSM553	Using Data for Positioning Brands	0