

Online Training Offerings from



508 691 6004 www.ResearchRockstar.com
Email: Sales@ResearchRockstar.com

Market Research eLearning Winter 2011-2012

**Single Classes:
1 session, 1.5 hours each**

\$245 per student includes handouts, real-time Q&A, replay access for 60 days, 30 minutes of 1:1 instructor access and completion certificate.
All classes start at 1:00 EST unless noted.

Class Title	Description	Dates
10 Point Checklist for Questionnaire Design	Planning to write a questionnaire? Learn how to manage the process and avoid common mistakes.	<ul style="list-style-type: none">▪ Feb 7 10 PM EST▪ Feb 27▪ March 26 8 AM EST
Ask It Right: Choosing Scales & Answer Options for Online Surveys	Likert, semantic differential, constant sum and more. Learn how to get the best data by offering the proper answer options.	<ul style="list-style-type: none">▪ Feb 16▪ Feb 29 8 AM EST▪ April 2 10 PM EST
Improving Customer Satisfaction: Monitoring Methods that Deliver Insights	Learn current options to plan and launch a Customer Satisfaction research program.	<ul style="list-style-type: none">▪ Feb 14
Social Media Meets Market Research	How to use Social Media as a market research resource. Includes examples and demonstrations.	<ul style="list-style-type: none">▪ Feb 8▪ March 14 8 AM EST
Market Segmentation: Practical Steps to Research Success	Thinking about market segmentation? Learn how to plan your organization's first market segmentation project.	<ul style="list-style-type: none">▪ Feb 28▪ March 6

To register: <https://researchrockstar.com/Winter> or call 508.691.6004 ext 701

For additional information, please contact Cathy Leonard at CLeonard@ResearchRockstar.com

What is an eLearning class?

- It's online, instructor-led (audio and visual)
- It's fun & fast-paced (try it, you'll see)
- It's convenient (access our virtual classroom from your home, office...anywhere you want)
- It eliminates travel time, expense & aggravation
- It's less costly than in-person seminars
- It's interactive (interact with the instructor in real-time or 1:1 after the class)
- It's time-efficient (eLearning classes get to the point—no fillers, no fluff)
- It's available for replay