

Marketing Research Professional Certification

Available Delivery Methods :

- | E-Learning
- | Instructor Led Virtual Class
- | Instructor Led Face to Face Class

Overview

SMstudy® Certified Marketing Research Professionals facilitate well-planned marketing research methods to measure factors that drive better corporate decision making and in turn more decisive marketing actions. Marketing Research can be conducted on all Aspects of Sales and Marketing. SMstudy® Certified Marketing Research Professionals test multiple marketing hypotheses to better understand consumer behaviour, finalize product features, define metrics for marketing efforts and track and improve marketing activities.

Successful candidates will be awarded the SMstudy® Certified Marketing Research Professional certification by SMstudy after passing the exam.

Certification	Prerequisites		Target Audience
	Experience	Education	
SCMR-P™	Nil	Preferably SMstudy® Certified Marketing Research Associate	Anyone interested in becoming a Marketing Research Professional

Takeaways

- 100+ courses
- Videos, Study Guides
- Chapter Tests
- Important terms and concepts
- SMstudy Mobile App

Exam Format

- Multiple choice
- 100 questions
- No negative marks for incorrect answers
- 120-minute duration
- Proctored online exam

Additional Study Materials in case of Classroom Course

- SMstudy® Guide – Marketing Research
- SCMR-P™ Student Workbook
- SCMR-P™ Chapter Test booklet
- SCMR-P™ Case study booklets
- SCMR-P™ Process Chart