

Market Research

Course Number: 1089

Length: 1 Day

Primary Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

Course Description

Understand the relevant market research industry practices, commercial solutions, and potential services that meet organizational requirements to make the best choices for your agency. You will learn and apply the basic principles, tools, and methods for performing market research—from defining the term, to gathering information, to documenting results. A special focus is given to commercial versus developmental products and locating small business sources.

Intended Audience

This course is designed for contracting or requirements personnel involved in developing requirements and acquisition planning.

Client-Provided Facility Requirements

- Black/White board with markers and eraser
- 1 computer per participant with Internet and Microsoft Office 2010 & printing capability; (optional but nice to have capability to save documents so they can save an electronic copy of their ungraded work)
- Instructor Computer (w/Internet and Office 2000 or later incl. PowerPoint) & LCD Projector
- Printer

Course Learning Objectives

- Explain the purpose, characteristics, and benefits of market research
- Discuss the Federal Acquisition Regulation (FAR) requirements related to market research
- Identify the sources of market information
- Describe the various methods of conducting market research
- Interpret and analyze the results of market research
- Document the results of market research

Course Additional Features

- Producer Support
- Technical Support Team
- Dedicated In-House Accessibility/Section 508 Compliance
- Student Resource Guides

All details about the Additional Features are available on this page. [Click here to Explore](#)

Market Research

Course Schedule

DAY ONE	
MORNING	Lesson 1: What is Market Research?
	Lesson 2: Regulatory Requirements
	Lesson 3: Sources of Market Information
LUNCH	
AFTERNOON	Lesson 4: Gathering Market Information
	Lesson 5: Evaluating Results
	Lesson 6: Documenting Results and Conclusions

Learning Methods

Lecture, discussion, and practical exercises

Credits

National Association of State Boards of Accountancy (NASBA)

- Field of Study: Finance
- Level: Basic
- CPEs: 8

Professional Development Units (PDUs)

- Credits: 7

Continuous Learning Points (CLPs)

- Credits: 8

Prerequisites

There are no prerequisites for this course.

Pework

Market Research

There is no prework required for this course.

Requirements for Successful Completion

Full (100%) attendance is expected and required. Successful completion of the course depends on full class attendance and active participation in individual and group exercises.

Follow-On Resources

- [Statement of Work \(SOW\) Workshop](#)
- [Writing Performance Work Statements](#)
- [Simplified Acquisition Procedures](#)
- [Performance-Based Service Acquisition](#)

Market Research

Ready to Enroll?



See the most recent course information and scheduled classes at this link:
<https://www.managementconcepts.com/course/id/1089>



DON'T MISS OUT
Management Concepts Blog
Weekly Intel for the Federal Workforce

Subscribe