



Researching Your Audience

**Professional Certificate of Completion
International Social Marketing Association**

Course Instructor: Rita Brophy

Course Title: Researching Your Audience (practical lessons in conducting in-depth research to inform audience-led social marketing programmes)

Course Description:

An 'introduction to social marketing research' training course designed to equip its students with a sound understanding of the vital role that research plays in informing audience-led social marketing programmes.

This 4-week course delivers 'how to' lessons from a UK-based field researcher who specialises in qualitative insight to improve health outcomes & who serves on the Board of the European Social Marketing Association.

The tone of the course is practical; it does not include any required pre-reading; it will reference all sources referred to in each presentation for those who wish to conduct further follow-up reading.

It is designed for those who are new to social marketing and for experienced social marketers seeking to re-fresh or expand their research knowledge, particularly in qualitative techniques.

Students will leave the course with a sound understanding of where different types of research fit within the various stages of a social marketing programme & will have gained practical lessons from a qualitative research specialist, including writing a robust research brief, the basics of discussion guide design, handling sensitive conversations, managing group dynamics & more.

Course Format:

- 3 pre-recorded 1-hour on-line presentations, followed by a 1-hour live webinar Q&A session with Rita Brophy [in 2 time zones].
- Students will have the opportunity to post questions to the trainer on the course website throughout the duration of the course.
- The course will take up to 4 weeks to complete: the 3 pre-recorded presentations can be accessed 1 week apart, with the live Q&A in week 4.
- OR students can access the 3 pre-recorded presentations at a time convenient for themselves within the first 3 weeks, then attend the live Q&A in week 4.

Course Expectations for Certificate of Completion

- Complete 4 x 1-hour sessions: 3 pre-recorded training presentations; 1 live Q&A webinar.
- Complete a multiple-choice questionnaire [20 questions] and obtain 12/20; a 60% pass.
- Those not achieving a pass will have the opportunity to re-visit the relevant training presentations and re-complete the questionnaire; once a pass is achieved they will be awarded the iSMA professional certificate of completion.

Detailed Course Syllabus

1. The role of research in social marketing

Learning Outcomes:

- Where research fits within the stages of a social marketing programme (using the STELA* planning tool)
- The types of research available, appropriate to each stage: secondary/published data; primary research
- Quantitative research – what it is, different types, online/offline, when to use it and when not to
- Qualitative research – what it is, different types, online/offline, when to use it and when not to
- Case Study

2. Writing a robust research brief

Learning Outcomes:

- Key components of a comprehensive research brief
- The importance of precisely defining your audience
- Audience types: Primary, Secondary, Tertiary, Internal
- Segmentation: demographic factors; psychographic factors
- Case Study

3. Understanding Your Audience In-depth

Learning Outcomes:

- Considering options: IDI's; paired-depths; focus groups; workshops; panels; in-context insights
- Online vs face-to-face considerations
- The basics of discussion guide design
- Open mindedness, open questioning; laddering & probing
- Examples of projective & enabling techniques
- Handling sensitive conversations
- Managing group dynamics
- Ethical & privacy considerations

4. Webinar Q&A [2 time zones]

Learning Outcomes:

- Key take-outs from the course, what else would be useful, improvements
- Any specific questions to Rita about any topics covered on the course or any projects currently underway or upstream