

Research Rockstar Course Levels:

Level 1: No specific previous experience/knowledge needed.
Level 2: Intermediate course for refreshing current skills, adding new.
Level 3: Advanced course with prerequisites.

All Levels: Some courses are designed for all levels of experience/knowledge.

Course Name

Course Level

Link to Course

Behavioral Economics for Market Researchers	All	https://training.researchrockstar.com/collections/qualitative/products/behavioral-economics-for-market-researchers
Client Management Skills for Market Researchers	All	https://training.researchrockstar.com/collections/qualitative/products/client-management
Data Fluency for Marketers	All	https://training.researchrockstar.com/collections/qualitative/products/data-fluency-for-marketers
Market Segmentation: Practical Steps to Research Success	All	https://training.researchrockstar.com/collections/quantitative/products/market-segmentation-practical-steps-to-research-success-1
Social Media Meets Market Research	All	https://training.researchrockstar.com/collections/qualitative/products/social-media-meets-market-research-1
10 Point Checklist for Questionnaire Design	1	https://training.researchrockstar.com/collections/quantitative/products/10-point-checklist-for-questionnaire-design
Conducting Research Interviews: 12 Steps for a Stress-Free Process	1	https://training.researchrockstar.com/collections/qualitative/products/research-interviews-101
Excel for Market Research Data Analysis	1	https://training.researchrockstar.com/collections/quantitative/products/excel-for-market-research-data-analysis
Improving Customer Satisfaction: Monitoring Methods that Deliver Insights	1	https://training.researchrockstar.com/collections/quantitative/products/improving-customer-satisfaction-monitoring-methods-that-deliver-insights-1
Infographics for Market Researchers: Hands On	1	https://training.researchrockstar.com/collections/qualitative/products/infographics-for-market-researchers
Introduction to Ethnography	1	https://training.researchrockstar.com/collections/qualitative/products/introduction-to-ethnography
Introduction to Quantitative Data Analysis	1	https://training.researchrockstar.com/collections/quantitative/products/introduction-to
Introduction to SPSS	1	https://training.researchrockstar.com/collections/quantitative/products/introduction-to-spss
Managing Focus Groups	1	https://training.researchrockstar.com/collections/qualitative/products/managing-focus-groups
Market Research 101	1	https://training.researchrockstar.com/collections/qualitative/products/market-research-101
Open-Ended Questions: Construction, Analysis & Reporting	1	https://training.researchrockstar.com/collections/qualitative/products/open-ended-questions-construction-analysis-reporting
Secondary Research 101: Sources & Techniques	1	https://training.researchrockstar.com/collections/qualitative/products/secondary-research-101-sources-techniques
Introduction to Conjoint Analysis	2	https://training.researchrockstar.com/collections/quantitative/products/introduction-to-conjoint-analysis
Introduction to Factor and Cluster Analysis	2	https://training.researchrockstar.com/collections/quantitative/products/introduction-to-factor-cluster-analysis
Mobile Ethnography: Text and Video Methods	2	https://training.researchrockstar.com/collections/qualitative/products/mobile-ethnography-text-video-method
Online Qualitative Research Methods	2	https://training.researchrockstar.com/collections/qualitative/products/online-research-methods
Questionnaire Design 201: Scale Selection	2	https://training.researchrockstar.com/collections/quantitative/products/questionnaire-design-201
SPSS 201	2	https://training.researchrockstar.com/collections/quantitative/products/spss-201
Writing Qualitative Research Reports	2	https://training.researchrockstar.com/collections/qualitative/products/writing-qualitative-research-reports
Writing Quantitative Research Reports	2	https://training.researchrockstar.com/collections/quantitative/products/writing-quantitative-research-reports
Data Visualization & Dashboard Design for Market Research	3	https://training.researchrockstar.com/collections/quantitative/products/data-visualization-dashboard-design-for-market-research
Discrete Choice & MaxDiff with QuestionPro	3	https://training.researchrockstar.com/collections/quantitative/products/discrete-choice-maxdiff-using-questionpro
Intro to R for Survey Researchers: Hands On	3	https://training.researchrockstar.com/collections/quantitative/products/intro-to-r-for-survey-researchers-hands-on