



4 Courses

**Research Proposal: Initiating Research**

**Qualitative Research**

**Quantitative Research**

**Research Report: Delivering Insights**



Jul 4, 2020

## PRANAV KUMAR

has successfully completed the online Specialization

# Market Research

In this Specialization, learners gained the skills to conduct market research within their organization. The Specialization covered the necessary skills of initiating and responding to a research project request, of identifying a target audience, and conducting basic research through multiple research modes. Learners also analyze the research data, manage suppliers performing specialized research, and deliver recommendations and insights of the findings to key stakeholders. This Specialization builds on the skills from conception of a market research project through data collection and analysis to presentation to demonstrate learned skills.

Jim Fong, Director,  
UPCEA Center for  
Research & Marketing  
Strategy

Susan Berman,  
President

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Professor School of  
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School of Management,  
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Robin Boyar, Founder  
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strategy

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