



The Erdős Institute

# Mixed Methods Research in Business

## 2023 Syllabus

### Academic Aim

The aim of this program is to prepare academics and industry professionals for careers in Market Research, UX, and Consumer Insights.

### Content Overview

#### Market Research

- Market trends (demand, market size, market saturation)
- Competitive analysis (SWOT, PESTLE)
- Business deliverables (white paper, executive summary, dashboard)

#### User Experience

- User research (persona building, user segments, use cases)
- Interviewing (user interviews, diary studies, focus groups,)
- Product design (design thinking, wireframing, storyboarding, rapid prototyping)

#### Consumer Insights

- Attitudinal research (survey design)
- Behavioral research (A/B tests)
- Statistical analysis (EDA, basic hypothesis testing)

### Workshop Structure

#### Timeline

This workshop series will take place across the first three Thursdays in April 2023 (April 6, 13, 20). All workshops will run from 4-6pm Eastern Time.

#### Format

Each workshop will be 2 hours in duration, consisting of three 20-minute lectures interspersed by 15-minute breakout sessions where groups can work on a problem using the concepts in the lectures.

#### Prerequisites

There are no prerequisites or required knowledge. People of all backgrounds are welcome.