

# Skill-Builders for Engineering Leaders

## Market Research (MR) Module

Engineering Innovation Institute or Leadership Institute Faculty  
Herbert Wertheim College of Engineering, University of Florida

<b>Contact Hours</b>	1 hour consisting of a 50-minute session	
<b>Target Audience</b>	Undergraduate and graduate students	
<b>Learning Objectives</b>	Students will be able to learn: <ol style="list-style-type: none"> <li>1. The science behind market research</li> <li>2. How to conduct different types of market research</li> <li>3. The common misperceptions and mistakes in market research and how to avoid these mistakes when they innovate</li> </ol>	
<b>Session Overview</b>	Market research is an important tool for assessing the potential market for innovations. Large corporations, small businesses, and startups often neglect the importance of market research. Good market research is the process that leads to understanding your customer and creating innovative products that meet people’s needs.	
<b>Session</b>		
<b>Key Content</b>	<b>Approach</b>	
The science behind market research	<ul style="list-style-type: none"> <li>• What is market research and why it is used</li> <li>• The reasons why conducting proper market research is important in the process of innovating</li> </ul>	
Different types of market research	<ul style="list-style-type: none"> <li>• Explanation and discussion of different types of market research and the different settings in which they are used</li> <li>• How to turn market research into a competitive advantage</li> </ul>	
How to conduct market research	<ul style="list-style-type: none"> <li>• Detailed steps of the market research process</li> <li>• Tips for execution and details of the preparation process</li> <li>• How to analyze the information and incorporate it into the innovation process</li> </ul>	
<b>Resources Provided</b>	<b>Assessments</b>	
<ul style="list-style-type: none"> <li>• Presentation materials. Presentation materials include references to literature and articles.</li> </ul>	<ul style="list-style-type: none"> <li>• Pre and Post-assessment</li> </ul>	

