



Course Title & Number:	Market Research Strategies - 202
Delivery Method:	Web Based Training (WBT) - Self Paced
Contact Hours:	2 Hours
Registration:	Price: \$40 Log on to the Procurement U Learning Management System (LMS) to register, access the course and materials.
Course Contact:	Please contact procurementu@naspo.org for troubleshooting or any questions pertaining to the course. The NASPO staff will respond to you promptly.

Course Description:

The purpose of this course is to analyze market research by exploring an acquisition plan, a market research cycle, spend analysis, and total cost of ownership.

Goal(s):

To provide participants with strategies for conducting market research as it pertains to public procurement.

Learning Objectives

Participants will be able to:

- Describe the benefits of an acquisition plan.
- Identify the key components of an acquisition plan.
- Create an acquisition plan.
- Illustrate the typical lifecycle of a product.
- Explain how the stage of the product lifecycle can impact a purchasing acquisition.
- Illustrate the typical market research cycle.
- Identify the key inputs and outputs of the cycle and how they influence the development of a market research plan.
- Distinguish the key components of total cost of ownership of a product or service.
- Calculate the total cost of ownership of a product or service.
- Formulate questions to ask for a spend analysis

Assessment of Learning:

- The participant's learning will be assessed through the completion of a quiz at the end of each of the modules of the course. Completion of the quizzes is required in order for the course to be considered complete and eligible for continuing education contact hours.

Universal Public Procurement Certification Council (UPPCC):

Certified Public Procurement Buyer (CPPB) Body of Knowledge _ II Sourcing
 Certified Public Procurement Officer (CPPO) Body of Knowledge _ II Sourcing; III Negotiation

Course Direct Link:

[Market Research Strategies](#)

References and Recommended Readings

- Hartley, J.M. (2014). Foundation of Supply Management, (2nd ed.) Tempe, AZ: Institute for Supply Management.
- NASPO. (2015). Chapter 20: Procurement Information Technology. State and local government procurement; A practical guide (2nd ed.) (pp. 299-300).
- Nicosia, N., & Moore, N.Y. (2006) Implementing Purchasing and Supply Chain Management: Best Practices in Market Research, RAND Corporation Monograph Series: Project Air Force.
- Public procurement dictionary of terms: The comprehensive reference public purchasing terms and concepts. (Rev. for 2010 ed.) 92010) Herndon, VA: National Institute of Government Purchasing.
- Rumbaugh, M.G., & Wilkinson, j. (2013). Contract Management body of knowledge, (4th ed.), (pp. 61-62) Ashburn, VA: NCMA.

Course Information:

- Internet Connection
- Access to [Procurement U LMS](#)

Course Structure:

This is a web-based training (WBT) that is self-paced and not facilitated by an instructor. Participants determine when, where and at what speed they complete the training. In order to enhance engagement and learning, narration is provided throughout the course. Additionally, there are interactive elements and exercises incorporated into the course that require the user to apply their own knowledge and experiences. The course will remain open and be available for completion throughout 2016.

Course Completion:

A certificate is available at the completion of the course and is found in the [Transcript](#) menu. Click on the "Download" button next to the course record to pull up your transcript. You can save to desktop and/or print it for your records.

Cancellation & Refund Policy:

All cancellations must be made in writing and emailed to procurementu@naspo.org. Cancellations over the telephone will not be accepted. To receive a full refund, cancellations must be received prior to the end of the class. After the course has ended, no refunds will be issued. No-shows will not be refunded.

In the unlikely event that Procurement U cancels a class, the total amount of the registration fee will be refunded.