



*Training Course:  
Study, Design and Research Methods*

*29 December 2025 - 2 January 2026  
Casablanca (Morocco)  
New Hotel*

## Training Course: Study, Design and Research Methods

Training Course code: MA234946 From: 29 December 2025 - 2 January 2026 Venue: Casablanca (Morocco) - New Hotel  
Training Course Fees: 4500 € Euro

### Introduction:

The program is designed to provide participants with an overview of the various study designs and research methods used in the field of social sciences. Topics covered in the program include experimental design, survey design, observational methods, and statistical analysis. Participants will learn how to critically evaluate research studies and design their own studies.

### Objectives:

- Understand the different study designs and research methods used in the field of social sciences
- Learn how to critically evaluate research studies
- Learn how to design and conduct their own research studies
- Understand the basics of statistical analysis
- Understand the ethical considerations in research

### Target Audience:

The program is designed for professionals with an interest in research methods and study design, including:

- Researchers and academics
- Graduate students
- Research coordinators and managers
- Market research professionals
- Medical and health professionals
- Government officials

### Outlines:

#### Day 1:

Introduction to research methods and study design, including the different types of research studies and the importance of research design

- Introduction to research methods and study design, including the different types of research studies experimental, observational, quasi-experimental, etc. and the importance of research design.
- Overview of the scientific method, research process, and the main components of a research proposal.
- Overview of the main types of research designs: descriptive, correlational, and experimental designs.

#### Day 2:

##### Survey design, including the principles of questionnaire design and sampling methods

- Survey design, including the principles of questionnaire design and sampling methods.
- Overview of the main types of sampling methods: probability sampling and non-probability sampling
- Overview of the main types of data collection methods: self-report, interview, observation, and experiment

#### Day 3:

##### Experimental design, including the principles of randomization and control

- Experimental design, including the principles of randomization and control.
- Overview of the main types of experimental designs: pre-test post-test control group, posttest-only control group, and Solomon four-group designs.
- Overview of the main types of control groups: active, placebo, and no-treatment control groups.

#### Day 4:

##### Observational methods, including the principles of data collection and analysis

- Observational methods, including the principles of data collection and analysis.
- Overview of the main types of observational methods: naturalistic observation, participant observation, and structured observation.
- Overview of the main types of data analysis methods: descriptive statistics, inferential statistics, and causal inference.

#### Day 5:

##### Statistical analysis and interpretation, including the basics of statistical analysis and ethical considerations in research.

- Statistical analysis and interpretation, including the basics of statistical analysis and ethical considerations in research.
- Overview of the main types of statistical analysis: descriptive statistics, inferential statistics, and causal inference.

- Overview of the ethical considerations in research, such as informed consent, confidentiality, and data security.

## Registration form on the Training Course: Study, Design and Research Methods

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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### Company Information

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### Person Responsible for Training and Development

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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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