Subject: Short Courses in Market Research

The Trade Centre is currently giving assistance to a firm in a developing country in respect of an export market survey. This firm is, however, anxious to build up an export market research group to carry out future work on its own.

We would like to be able to help this firm attain this very praiseworthy objective and recommend to it market research courses to which it could send its personnel.

We should therefore be pleased if you could send us a list of all such courses being offered in your country, with if possible, details of cost, length, programme contents, and methods of applying for openings.

The kind of course we have in mind should be of short duration, ranging from 2-3 days to say six months, since most firms do not find it practicable to release staff for longer periods.

Although this request has been provoked by the needs of one firm, we feel sure that the information will subsequently be of use to many others.

H.L. Jacobson
Director of the Centre

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