

MARKETING & COMMUNICATION | COURSE BROCHURE

Survey Design and Questionnaire Development

5 days | Classroom training | English

SMART HORIZON

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London W2 6BD, United Kingdom

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Course content

Why attend

Surveys are only as good as their questions. This course teaches how to design reliable surveys: defining objectives, choosing methods and samples, writing clear questions, scales and response options, avoiding bias, piloting, analysing results and reporting findings.

Badly designed surveys produce misleading data. You will learn to design surveys that give accurate, useful answers.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Question writing clinics, survey critique exercises, tool demonstrations and analysis practice.

Course objectives

By the end of this course, participants will be able to:
• Define survey objectives and information needs
• Choose survey methods and sampling
• Write clear, unbiased questions
• Select appropriate scales and formats
• Pilot and refine questionnaires
• Analyse and report survey results

Target audience

This course is suitable for:
• Market researchers
• Marketing and customer experience staff
• HR and engagement professionals
• Policy and research officers
• Quality managers



Course content

Target competencies

Participants will develop competencies in:

- Questionnaire design
- Sampling
- Bias reduction
- Data analysis
- Reporting

Course outline

Day 1: Survey Foundations

09:00–10:08	Uses of surveys
10:08–11:00	Objectives
11:00–11:30	**Coffee break**
11:30–11:45	Objectives (continued)
11:45–12:53	Methods
12:53–14:00	Exercise

Day 2: Sampling

09:00–10:08	Populations and samples
10:08–11:00	Sample size
11:00–11:30	**Coffee break**
11:30–11:45	Sample size (continued)
11:45–12:53	Response rates
12:53–14:00	Workshop

Day 3: Writing Questions

09:00–10:08	Question types
10:08–11:00	Wording and bias
11:00–11:30	**Coffee break**



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11:30–11:45	Wording and bias (continued)
11:45–12:53	Scales
12:53–14:00	Clinic

Day 4: Testing

09:00–10:08	Piloting
10:08–11:00	Survey tools
11:00–11:30	**Coffee break**
11:30–11:45	Survey tools (continued)
11:45–12:53	Data quality
12:53–14:00	Exercise

Day 5: Analysis and Reporting

09:00–10:08	Descriptive analysis
10:08–11:00	Open-ended responses
11:00–11:30	**Coffee break**
11:30–11:45	Open-ended responses (continued)
11:45–12:53	Reporting findings
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Rome Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Amsterdam Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,540.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**£3,150.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**£3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**£2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,890.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Istanbul Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,650.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.–**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**£3,150.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**
Barcelona Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,840.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Paris Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,860.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,890.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Barcelona Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,840.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online