

Certified Mixed Methods Researcher (CMMR)

Duration: 7 Days (56 Hours)

Mode: Classroom / Virtual / Blended (eLearning-enabled)

Introduction

In complex research and decision-making environments, neither quantitative nor qualitative methods alone are sufficient to capture the full picture. Mixed methods research integrates numerical data with rich contextual insights to produce comprehensive, credible, and actionable evidence. The **Certified Mixed Methods Researcher (CMMR)** programme is a rigorous seven-day professional certification designed to equip participants with the theoretical foundations, practical skills, and analytical competence required to design, conduct, integrate, and report mixed methods research across business, policy, academic, and organisational contexts.

Objective

This programme aims to develop proficient mixed methods researchers who can strategically combine qualitative and quantitative approaches to address complex research problems, enhance validity, and support high-impact decision-making.

Learning Outcomes

After completing this programme, the candidate should be able to:

1. Explain the philosophical foundations and rationale of mixed methods research
2. Distinguish between qualitative, quantitative, and mixed methods designs
3. Design robust mixed methods research frameworks aligned with organisational objectives
4. Select and apply appropriate qualitative and quantitative data collection techniques
5. Integrate datasets using established mixed methods designs and strategies
6. Apply appropriate analytical techniques to both qualitative and quantitative data
7. Interpret integrated findings to generate comprehensive insights
8. Present mixed methods research outcomes effectively to diverse stakeholders
9. Apply ethical principles and quality assurance standards in mixed methods research

Who Should Attend

This programme is designed for business and data analysts, research and evaluation professionals, strategy and transformation leaders, monitoring and evaluation specialists, consultants, policy analysts, academics, postgraduate researchers, and professionals engaged in complex, evidence-based decision-making.

Programme Structure – 7-Day Outline

Day 1 – Foundations of Mixed Methods Research

Introduction to mixed methods research and its strategic value
Research paradigms and philosophical foundations
Rationale for mixing qualitative and quantitative approaches
Overview of mixed methods designs
Research problem formulation for mixed methods studies
Quality, validity, and credibility in mixed methods research
Practical activity: Identifying suitable problems for mixed methods research

Day 2 – Quantitative Research Design and Data Collection

Review of quantitative research principles
Hypothesis development and variable operationalisation
Sampling strategies and sample size considerations
Survey and instrument design
Data collection methods and data quality assurance
Ethical considerations in quantitative research
Practical activity: Designing a quantitative data collection tool

Day 3 – Qualitative Research Design and Data Collection

Review of qualitative research methodologies
Sampling strategies for qualitative inquiry
Designing interview guides and focus group protocols
Qualitative data collection techniques
Managing researcher bias and reflexivity
Ethical considerations in qualitative research
Practical activity: Conducting a simulated qualitative interview

Day 4 – Quantitative Data Analysis

Data preparation and cleaning
Descriptive and inferential statistics
Hypothesis testing and model interpretation
Correlation, regression, and comparative analysis

Introduction to statistical software concepts
Practical activity: Quantitative data analysis exercise

Day 5 – Qualitative Data Analysis

Qualitative data preparation and management
Coding techniques and thematic analysis
Narrative and content analysis overview
Ensuring rigour and trustworthiness
Use of qualitative data analysis software concepts
Practical activity: Coding and thematic analysis exercise

Day 6 – Integration of Quantitative and Qualitative Data

Mixed methods integration strategies
Sequential and concurrent designs
Data merging, connecting, and embedding techniques
Joint displays and integrated interpretation
Addressing inconsistencies and contradictions in findings
Practical activity: Developing an integrated findings framework

Day 7 – Reporting, Application, and Certification Assessment

Writing mixed methods research reports
Presenting integrated findings to stakeholders
Translating mixed methods insights into decisions and policy
Ethics, governance, and quality assurance in mixed methods research
Final applied project presentation
Certification assessment and programme closure

Certification Awarded

Participants who successfully complete the programme and assessment requirements will be awarded the **Certified Mixed Methods Researcher (CMMR)** credential.