



Consulting and Training | Reach New Heights

Course Name

Market Research and Intelligence

Sector Name

Sales, Marketing and Customer Service

Document Type

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Market Research and Intelligence

Course Introduction

The Market Research and Intelligence course is designed to help professionals develop the analytical skills needed to understand markets, customers, competitors, and business trends. In today's data-driven economy, organizations rely heavily on market intelligence to make informed strategic decisions and maintain competitive advantage.

This course focuses on the fundamentals of market research methodologies, including qualitative and quantitative research techniques, customer surveys, interviews, focus groups, and data collection methods. Participants will learn how to gather, analyze, and interpret market data effectively.

The program also explores competitive intelligence and consumer behavior analysis, enabling learners to understand customer needs, market opportunities, and competitor strategies. Participants will study how businesses identify market gaps, evaluate customer satisfaction, and predict changing industry trends.

A major focus of the course is data analytics and business intelligence, where learners will understand how modern organizations use market insights, reporting tools, and performance indicators to support strategic planning and decision-making.

In addition, the course covers digital market research techniques, social media analytics, market segmentation, forecasting methods,

and trend analysis. Learners will gain practical knowledge of how research supports product development, marketing campaigns, pricing strategies, and business growth initiatives.

This course is ideal for marketing professionals, business analysts, entrepreneurs, strategy managers, consultants, and individuals involved in research and decision-making roles.

By completing this course, participants will gain the ability to conduct effective market research, analyze competitive environments, identify growth opportunities, and support data-driven business strategies in rapidly changing markets

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

Market Research and Intelligence

Learning Objectives

- ✓ Understand the significance of market intelligence and its integration with marketing research.
- ✓ Obtain the ability to swiftly and accurately interpret nonverbal communication cues from customers.
- ✓ Utilize SWOT Analysis to identify potential business development opportunities.
- ✓ Analyze prevailing market research trends and adopt best practices.
- ✓ Differentiate between various questionnaire design formats based on survey needs.
- ✓ Develop a comprehensive marketing research and intelligence strategy to accomplish marketing objectives.

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Course Outline

✓ **01 Day One**

Understanding and Implementing Customer-Centric Marketing

- ✓ Meeting Customer Expectations: Listening and Responding to Feedback
- ✓ Developing Effective Questioning and Listening Skills for Customer Interaction
- ✓ Providing and Receiving Constructive Customer Feedback
- ✓ Interpreting Nonverbal Communication Gestures from Customers
- ✓ Adapting Marketing Strategies to Different Customer "Buying Styles"

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Market Research and Intelligence

Course Outline

✓ 02 Day Two

Key Elements of Market Research and Intelligence

- ✓ Distinguishing Market Research from Market Intelligence
- ✓ Exploring Product Lifecycle and the 4 Ps of the Marketing Mix
- ✓ Conducting SWOT Analysis for Strategic Marketing
- ✓ Strategies for Effective Market Segmentation
- ✓ Leveraging Social Media for Marketing Principles
- ✓ Implementing Best Practices in Market Research

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Course Outline

✓ **03 Day Three**

Best Practices in Market Intelligence

- ✓ Understanding the Benefits and Types of Market Intelligence
- ✓ Benchmarking the Competition for Market Insights
- ✓ Analyzing Data and Identifying Market Trends
- ✓ Utilizing Market Intelligence to Drive Innovation

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Course Outline

✓ 04 Day Four

Customer-Centric Engagement Marketing Strategy

- ✓ Identifying Exceptional Customer Service Providers
- ✓ Assessing Internal and External Customer Expectations
- ✓ Evaluating Customer Lifetime Value for Business Success
- ✓ Designing Customer-Focused Marketing Approaches
- ✓ Implementing Customer Service Recovery Techniques

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Course Outline

✓ 05 Day Five

Translating Market Research into Action

- ✓ Creating Action Plans to Improve Marketing Effectiveness
- ✓ Setting Marketing Goals for Continuous Improvement
- ✓ Implementing Stakeholder Change Management Strategies
- ✓ Turning Marketing Research Findings into Practical Actions

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Market Research and Intelligence

Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|---------------|---------------|----------|------------|-----------------|
| June 8, 2026 | June 12, 2026 | 5 days | 4950.00 \$ | Spain , Madrid |
| Jan. 10, 2027 | Jan. 14, 2027 | 5 days | 4250.00 \$ | KSA , Riyadh |
| July 27, 2026 | July 31, 2026 | 5 days | 4250.00 \$ | UAE , Abu Dhabi |
| Nov. 2, 2026 | Nov. 6, 2026 | 5 days | 4250.00 \$ | UAE , Dubai |

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