



Sales, Marketing and Customer Service

**Market research, Evaluation and analysis**

# Course Introduction

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## Market research

In an increasingly competitive global marketplace, organizations must understand customer needs, industry trends, and market dynamics to craft winning strategies. Market research is no longer a luxury — it is a strategic necessity.

This course is designed to empower participants with comprehensive skills in planning, executing, analysing, and leveraging market research to make smarter business decisions. It bridges theory with hands-on applications, guiding learners through the complete research lifecycle: from framing the right questions, choosing appropriate methodologies, and collecting and analysing data, to turning findings into actionable insights that drive organizational success.

Participants will explore both traditional and digital research techniques, learn how to critically evaluate market information, and develop persuasive data-driven recommendations for senior management. Special emphasis will be placed on modern tools such as online surveys, analytics platforms, social media listening, and big data applications.

## Target Audience

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- Marketing, Sales, and Business Development Professionals
- Market Researchers and Analysts
- Product and Brand Managers
- Entrepreneurs and Startup Founders
- Anyone involved in market analysis, customer insights, or strategic planning

# Learning Objectives

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- Understand the role of market research in strategic decision-making.
- Design effective research frameworks aligned with business goals.
- Choose the most suitable qualitative and quantitative research methods.
- Utilize modern data collection tools and online research techniques.
- Analyse and interpret both primary and secondary data accurately.
- Perform competitor analysis and environmental scanning.
- Segment markets and profile customers based on research findings.
- Identify emerging trends through predictive analytics.
- Evaluate market potential for new products or services.
- Create impactful research reports and data visualizations.
- Communicate research results to stakeholders for maximum influence.

# Course Outline

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- **01 Day one**

- **Fundamentals of Market Research**

- The strategic value of market research
    - Differences between primary and secondary research
    - Defining research questions and objectives
    - Ethical considerations in market research

- **02 Day Two**

- **Research Methodologies and Data Collection**

- Designing qualitative research: interviews, focus groups, ethnographic studies
    - Designing quantitative research: surveys, questionnaires, experimental designs
    - Online research methods: digital surveys, online panels, social media research
    - Building effective sampling plans

- **03 Day Three**

- **Data Analysis and Interpretation**

- Introduction to descriptive and inferential statistics
    - Using Excel, SPSS, or other analytics tools
    - Cross-tabulation, correlation analysis, regression basics
    - Data cleaning and quality assurance
    - Identifying patterns, trends, and insights

- **04 Day Four**

- **Advanced Applications of Research**

- Competitor intelligence gathering
    - Customer segmentation and persona building
    - Product concept testing and brand tracking studies
    - Predictive market analysis and trend forecasting
    - Introduction to big data and AI in market research

- **05 Day Five**

- **Presenting and Applying Research Insights**

- Best practices in structuring research reports
    - Data visualization techniques: turning numbers into narratives
    - Storytelling with data for executives
    - Communicating findings to drive decision-making
    - Group case study and capstone project

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 4, 2025	May 8, 2025	5 days	4250.00 \$	KSA - Riyadh
July 21, 2025	July 25, 2025	5 days	4950.00 \$	England - London
Oct. 6, 2025	Oct. 10, 2025	5 days	4250.00 \$	UAE - Dubai

FROM	TO	DURATION	FEES	LOCATION
Dec. 7, 2025	Dec. 11, 2025	5 days	2150.00 \$	Virtual - Online