



Marketing Research Skills

24 – 28 May 2027
Johannesburg (South Africa)



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Ref: 121271_1072082 **Date:** 24 – 28 May 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 Euro

Introduction

Marketing research is a critical tool for understanding consumer behavior, market trends, and competitive dynamics. This course equips participants with the knowledge and practical skills needed to design, conduct, and analyze marketing research effectively. Participants will learn to collect and interpret data, identify market opportunities, and make data-driven decisions. The course emphasizes both qualitative and quantitative research methods, enhancing analytical thinking. Real-world applications and case studies ensure practical understanding. Participants will be confident in applying research insights to support strategic marketing decisions.

Targeted Groups

This Marketing Research Skills course targets professionals seeking specialized knowledge and skills:

- Marketing managers and executives
- Market analysts and researchers
- Business development professionals
- Product managers
- Entrepreneurs and startup founders
- Sales and strategy professionals
- Students preparing for marketing careers

Course Objectives

Participants will achieve the following objectives by completing Marketing Research Skills:

- Understand key principles of marketing research
- Design effective research studies
- Collect and analyze primary and secondary data
- Apply statistical tools to interpret data
- Identify customer preferences and trends
- Make informed marketing decisions
- Evaluate competitive positioning
- Improve reporting and presentation of research findings
- Integrate insights into marketing strategies
- Enhance problem-solving and critical thinking skills

Targeted Competencies

Participants will gain the following competencies during the program:

- Proficiency in survey and questionnaire design
- Data collection and sampling techniques
- Qualitative and quantitative analysis skills
- Use of marketing analytics tools
- Interpretation of consumer behavior data
- Ability to generate actionable market insights
- Strategic decision-making based on research
- Reporting research findings clearly and effectively
- Understanding ethical standards in research

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Designing surveys for new product launches
- Analyzing customer satisfaction trends
- Conducting competitor benchmarking studies
- Evaluating market entry strategies
- Using analytics to track campaign performance
- Identifying emerging market opportunities
- Interpreting consumer feedback for product improvement

Course Content

Unit 1: Introduction to Marketing Research

- Definition and scope of marketing research
- Importance of marketing research in business
- Types of marketing research methods
- Research process overview
- Differences between qualitative and quantitative research
- Role of marketing research in strategic decisions
- Ethical considerations in marketing research

Unit 2: Research Design and Planning

- Defining research objectives clearly
- Developing research hypotheses
- Selecting appropriate research methods
- Designing surveys and questionnaires
- Sampling techniques and sample size determination
- Planning research timelines and resources
- Risk management in research projects

Unit 3: Data Collection Techniques

- Primary data collection methods
- Secondary data sources and usage
- Observational research techniques
- Focus groups and in-depth interviews
- Online and digital research tools
- Data accuracy and reliability checks
- Recording and organizing research data

Unit 4: Data Analysis and Interpretation

- Statistical tools for marketing research
- Data visualization techniques
- Identifying patterns and trends
- Correlation and regression analysis
- Consumer behavior insights interpretation
- Evaluating market segmentation
- Reporting and presenting research findings

Unit 5: Applying Marketing Research in Strategy

- Translating research insights into marketing plans
- Product development decisions
- Pricing strategy analysis
- Promotion and advertising effectiveness
- Distribution channel decisions
- Competitor strategy evaluation
- Measuring research impact on business outcomes

Final Insights & Key Takeaways

Marketing research is essential for data-driven marketing success. Participants will leave with practical skills to analyze markets and drive strategic decisions.