



*Training Course:
Marketing Research Skills*

*24 - 28 November 2025
Kigali (Rwanda)*

Training Course: Marketing Research Skills

Training Course code: SM234969 From: 24 - 28 November 2025 Venue: Kigali (Rwanda) - Training Course Fees: 5950 € Euro

Introduction

Marketing research is an essential part of any successful marketing strategy. It involves the systematic gathering, recording, and analyzing of data about customers, competitors, and market trends. This training program is designed to provide participants with the skills and knowledge they need to conduct effective marketing research that can inform business decisions and improve marketing outcomes.

Objectives

Upon completion of this training program, participants will be able to:

- Understand the purpose and benefits of marketing research
- Identify the different types of marketing research techniques and tools
- Plan and execute a marketing research project
- Analyze and interpret marketing research data
- Use marketing research insights to inform marketing strategies and tactics

Target Audience

This training program is designed for marketing professionals, market researchers, business owners, and anyone who wants to learn how to conduct effective marketing research. It is suitable for individuals at all levels of marketing experience, from entry-level to experienced professionals.

Outlines

Day 1:

Introduction to Marketing Research

- Overview of marketing research and its importance in business
- Key terms and concepts in marketing research
- Types of marketing research

Day 2:

Planning a Marketing Research Project

- Defining research objectives and questions
- Selecting a research design and methodology
- Choosing and recruiting research participants

Day 3:

Conducting Marketing Research

- Collecting data through surveys, interviews, focus groups, and other techniques
- Managing and organizing research data
- Ethics and legal considerations in marketing research

Day 4:

Analyzing Marketing Research Data

- Data analysis techniques, including quantitative and qualitative methods
- Tools and software for data analysis
- Drawing conclusions and making recommendations based on research findings

Day 5:

Using Marketing Research to Inform Marketing Strategies

- Turning research insights into actionable marketing strategies
- Communicating research findings to stakeholders
- Measuring and evaluating the effectiveness of marketing research and its impact on business outcomes

Registration form on the Training Course: Marketing Research Skills

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