



*Training Course:
Market Research and Intelligence*

*16 - 27 November 2026
Madrid (Spain)*

Training Course: Market Research and Intelligence

Training Course code: SM235649 From: 16 - 27 November 2026 Venue: Madrid (Spain) - Training Course Fees: 9450 € Euro

Introduction

The Market Research and Intelligence training program, designed by Global Horizon Training Center, is aimed at equipping participants with the comprehensive knowledge required to understand and apply market research principles and intelligence for strategic decision-making. The course covers a wide range of theoretical concepts and analytical tools necessary for effective market analysis and insight generation.

Objectives

By the end of this training, participants will be able to:

- Understand the foundational principles and importance of market research and intelligence.
- Identify and utilize various qualitative and quantitative research methodologies.
- Interpret market data to support business strategies.
- Analyze consumer behavior and market trends.
- Leverage market intelligence for competitive analysis.
- Integrate findings into strategic planning and decision-making processes.

Course Methodology

This program follows a lecture-based and discussion-focused format:

- Expert-led presentations to provide in-depth knowledge.
- Case study discussions to demonstrate applications of key concepts.
- Structured Q&A sessions to clarify and reinforce learning.

Organizational Impact

Upon completion of this training, organizations can expect:

- Enhanced ability to make informed, data-driven business decisions.
- Stronger market positioning through improved understanding of consumer and competitor behavior.

- Increased capacity to anticipate and adapt to market changes.
- More efficient and insightful use of research for strategic planning.

Target Audience

This training program is suitable for:

- Market researchers and analysts.
- Marketing managers and strategists.
- Business development professionals.
- Entrepreneurs and startup founders.
- Corporate strategy teams.
- Professionals involved in business planning and market assessments.

Course Outlines

Day 1: Introduction to Market Research and Intelligence

- Overview of the role and value of market research.
- Differentiating market research from market intelligence.
- Key concepts and terminology.

Day 2: Designing a Research Plan

- How to define research objectives and goals.
- Steps to outline a research framework.
- Selecting the right data sources and collection methods.

Day 3: Exploring Qualitative Research

- Understanding qualitative research methods.
- Benefits and limitations of qualitative approaches.
- Reviewing examples of qualitative research reports.

Day 4: Quantitative Research Fundamentals

- The basics of quantitative data gathering.
- Common techniques in survey and questionnaire design.
- Overview of statistical concepts in research.

Day 5: Data Collection Methodologies

- A comparative review of primary and secondary data collection.
- Reliable sources for data gathering.
- Ethical considerations in data collection.

Day 6: Analyzing Market Data

- Techniques for processing and interpreting data.
- Insights into data visualization tools and how to read charts and graphs.
- Common mistakes to avoid when analyzing data.

Day 7: Competitive and Market Analysis

- Frameworks for conducting competitive analysis.
- Key performance indicators to evaluate market players.
- Steps to build a market positioning map.

Day 8: Identifying Market Trends

- How to spot emerging market trends.
- The impact of market trends on strategic decisions.
- Case studies illustrating how trends influence market shifts.

Day 9: Drawing Strategic Insights

- Transforming data findings into meaningful insights.
- Creating recommendations that support business goals.
- The role of intuition alongside market research.

Day 10: Strategic Applications and Course Recap

- Integrating market research into organizational strategy.
- Best practices for continuous market monitoring.
- Final review of key takeaways and comprehensive Q&A.

Registration form on the Training Course: Market Research and Intelligence

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