



*Training Course:
Marketing Research Skills*

*7 - 11 September 2026
Kigali (Rwanda)*

Training Course: Marketing Research Skills

Training Course code: SM234969 From: 7 - 11 September 2026 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction

Marketing research is a critical function that enables organizations to understand markets, customers, and competitors, supporting informed decision-making and strategic planning. Strong research skills allow professionals to collect, analyze, and interpret data to identify opportunities and improve business performance.

This program, designed by Global Horizon Training Center, equips participants with practical marketing research skills, methodologies, and tools to conduct effective research and generate actionable insights.

Course Objectives

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

- Understand the marketing research process and methodologies
- Design and conduct qualitative and quantitative research
- Develop surveys and research instruments
- Analyze customer behavior and market trends
- Interpret research data and generate insights
- Apply competitive analysis techniques
- Prepare professional research reports
- Support business decision-making using research findings

Target Audience

This program is designed for:

- Marketing and Research Professionals
- Business Analysts and Strategists
- Product and Brand Managers
- Sales and Business Development Teams
- Entrepreneurs and Business Owners
- Professionals involved in decision-making and planning

Outline

Day 1: Fundamentals of Marketing Research

- Introduction to marketing research
- Types of research exploratory, descriptive, causal
- Research process and steps
- Research ethics and standards
- Overview of tools and techniques

Day 2: Research Design and Data Collection

- Defining research objectives
- Sampling techniques
- Survey and questionnaire design
- Qualitative methods interviews, focus groups
- Data collection tools

Day 3: Quantitative Research and Data Analysis

- Survey data analysis
- Basic statistical concepts
- Data cleaning and validation
- Data visualization techniques
- Using Excel for analysis

Day 4: Consumer Behavior and Competitive Analysis

- Customer insights and segmentation
- Behavioral analysis
- Competitor analysis SWOT, benchmarking
- Market trends and forecasting
- Insight generation

Day 5: Reporting and Decision Support

- Research report structure
- Data storytelling and presentation
- Visualization and dashboards
- Communicating insights to stakeholders
- Case studies and practical exercises

Registration form on the Training Course: Marketing Research Skills

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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