



*Training Course:
Effective Marketing Management & Research
Methods*

*30 November - 4 December 2026
Kigali (Rwanda)*

Training Course: Effective Marketing Management & Research Methods

Training Course code: SM234621 From: 30 November - 4 December 2026 Venue: Kigali (Rwanda) - Training Course
Fees: 6350 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to provide participants with a solid foundation in marketing management and research, enabling them to respond effectively to increasing competition and economic pressures.

In today's dynamic business environment, organizations must rely on structured marketing strategies and data-driven insights to generate demand and sustain competitive advantage. This program introduces essential marketing concepts, including planning, auditing, communications, and research methodologies, in a practical and applicable manner.

It is particularly suitable for professionals who are new to marketing or those seeking to refresh and strengthen their marketing expertise.

Course Objectives

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

- Define the marketing framework within a business organization
- Conduct marketing audits and analyze both micro and macro environments
- Apply best practices, tools, and models in marketing and sales management
- Develop strategic initiatives to build and sustain competitive advantage
- Plan and execute effective marketing strategies
- Utilize marketing research techniques to support decision-making

Target Audience

- Marketing Professionals and Executives
- Sales and Business Development Professionals
- Entrepreneurs and Business Owners
- Professionals transitioning into marketing roles
- Administrative or operational staff involved in marketing activities

Training Outline

Day 1: Marketing Fundamentals & Core Concepts

- Definition and scope of marketing management
- Evolution of marketing concepts
- Differences between marketing and selling
- Role and scope of marketing within organizations
- Introduction to the marketing mix 4Ps
- Applying the 4Ps model in practical scenarios

Day 2: Marketing Audit & Strategic Planning

- Understanding the marketing environment micro & macro
- Key analysis tools and frameworks:
 - PESTLE Analysis
 - SWOT Analysis
 - Porter's Five Forces Model
- Customer and competitor analysis
- Conducting a marketing audit
- Developing structured marketing plans

Day 3: Segmentation, Targeting & Positioning STP

- Market segmentation concepts and importance
- Segmentation bases for B2C and B2B markets
- Criteria for effective segmentation
- Target market selection strategies
- Positioning and value proposition development
- Implementing the STP process step-by-step

Day 4: Marketing Communications & Campaign Management

- Elements of the communication process
- Steps in developing promotional campaigns
- Objectives and roles of promotion
- The AIDA model Attention, Interest, Desire, Action
- Advertising budget planning
- Media selection and scheduling
- Evaluating campaign performance and effectiveness

Day 5: Product Life Cycle PLC & Marketing Research

- Understanding the Product Life Cycle PLC concept
- Marketing strategies across PLC stages
- Promotion mix and alignment with marketing objectives
- Push and pull strategies
- Introduction to marketing research
- Marketing research process and methodologies
- Primary vs. secondary data collection
- Questionnaire design and survey methods

Registration form on the Training Course: Effective Marketing Management & Research Methods

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

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