Global Horizon
TRAINING CENTER

Training Course:
Market Research and Intelligence

14 - 25 September 2026
Madrid (Spain)

Training Course:
Market Research and Intelligence

Training Course code: SM235649 From: 14 - 25 September 2026 Venue: Madrid (Spain) - Training Course Fees: 9450 Euro

Introduction

In a data-driven business environment, market research and intelligence are essential for understanding customer needs, tracking competitors, identifying opportunities, and making informed strategic decisions. Organizations that leverage structured research and actionable insights gain a significant competitive advantage.

This program, designed by Global Horizon Training Center, provides a comprehensive 10-day training that equips participants with advanced methodologies, tools, and analytical techniques to conduct market research and generate actionable business intelligence.

Course Objectives

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

- Understand the full market research process and methodologies
- Design and conduct qualitative and quantitative research
- Analyze customer behavior and market trends
- Develop competitive intelligence frameworks
- Use data analysis tools for insights generation
- Interpret research findings for decision-making
- Present actionable reports and recommendations
- Support strategic planning using market intelligence

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 strategy

Outline

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Day 1: Introduction to Market Research and Intelligence

- Role of market research in business strategy
- Types of research exploratory, descriptive, causal
- Market intelligence vs. business intelligence
- Research ethics and standards
- Overview of tools and methodologies

Day 2: Research Design and Planning

- Defining research objectives and scope
- Developing research frameworks
- Sampling techniques and population definition
- Questionnaire design
- Planning timelines and budgets

Day 3: Qualitative Research Methods

- Interviews and focus groups
- Observational research
- Data collection techniques
- Coding and analysis of qualitative data
- Extracting insights

Day 4: Quantitative Research Methods

- Survey design and distribution
- Data collection tools online surveys, platforms
- Statistical basics
- Data validation and cleaning
- Introduction to data analysis

Day 5: Data Analysis and Interpretation

- Descriptive and inferential statistics
- Data visualization techniques
- Using Excel and basic analytics tools
- Identifying trends and patterns
- Drawing conclusions

Day 6: Customer and Consumer Behavior Analysis

- Understanding customer journeys
- Segmentation and targeting
- Behavioral analysis techniques
- Customer satisfaction and feedback analysis
- Market demand forecasting

Day 7: Competitive Intelligence and Market Analysis

- Competitor analysis frameworks SWOT, Porter's Five Forces
- Market sizing and share analysis

- Industry trends and benchmarking
- Data sources for intelligence
- Strategic positioning

Day 8: Advanced Tools and Digital Research

- Use of digital analytics tools
- Social media listening and sentiment analysis
- Google Analytics basics
- AI tools in market research
- Automation in data collection

Day 9: Reporting and Decision Support

- Research report structure and presentation
- Data storytelling techniques
- Visualization dashboards
- Communicating insights to stakeholders
- Supporting business decisions

Day 10: Strategy, Applications, and Case Studies

- Integrating research into business strategy
- Real-world case studies
- Problem-solving workshops
- Best practices in market intelligence
- Final assessment and action planning

Registration form on the Training Course: Market Research and Intelligence

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.