

Course Overview:

This course guarantees you a hands-on opportunity to learn about a critical marketing management activity. You will have the chance to conceive of a research project for a real client, design the study, execute it, and report on the findings in a professional manner that will make you proud of your efforts.

Course Objective:

Marketing research is an applied management discipline that is critical to understanding markets and customers in order to make better marketing decisions. The key objective of this course is to provide a learning environment for acquiring the essential working knowledge of when and how to conduct marketing research and the most effective way to communicate marketing information to support marketing decisions.

Course Outline:

- INTRODUCTION TO MARKETING RESEARCH.
- THE ROLE OF MARKETING RESEARCH
- THE MARKETING RESEARCH PROCESS
- STAGES IN THE PROCESS
- THE HUMAN SIDE OF MARKETING RESEARCH
- PROBLEM DEFINITION: JUMP-STARTING THE RESEARCH PROPOSAL
- ATTITUDE MEASUREMENT

Who Should Attend:

Methods of preparing effective marketing programs and plan

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

Venue | Date | Fees

Khobar | 19-11-2023 | 10,350 SAR
ONLINE | 19-11-2023 | 7,475 SAR