

MARKET RESEARCH, EVALUATION AND ANALYSIS

"Transforming Data into Strategic Marketing Intelligence"

Schedule

Date	Venue	Fees (Face-to-Face)
15 - 16 Oct 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an era where consumer behavior shifts rapidly and market competition intensifies, reliable market research is a critical input for decision-making. This course equips participants with the essential skills to design, conduct, interpret, and apply market research for strategic advantage.

From designing surveys and analyzing data to extracting actionable insights, the program blends analytical techniques with practical application. Professionals will learn how to evaluate market potential, customer needs, and competitive dynamics to support smarter marketing, product, and investment decisions.

Objectives

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

- Design and conduct effective qualitative and quantitative research
- Select appropriate data collection methods and sampling techniques
- Analyze primary and secondary data to generate actionable insights
- Evaluate consumer behavior, market trends, and segment opportunities
- Apply research findings to support strategic marketing and business planning

Why Attend

- Build foundational skills in market research methodologies
- Understand how to turn raw data into strategic recommendations
- Strengthen your ability to evaluate demand, test concepts, and size markets
- Learn how to manage research vendors or in-house research teams
- Access tools and templates for real-world research planning and reporting

Target Audience

This program is designed for:

- Marketing and product managers
- Business analysts and research professionals
- Brand strategists and planning teams
- Entrepreneurs and startup teams exploring market fit
- Anyone involved in decision-making requiring customer and market insights

Individual Benefits

Key competencies that will be developed include:

- Survey design, data collection, and interpretation
- Use of segmentation, market sizing, and demand forecasting tools
- Ability to assess customer satisfaction and brand perception
- Skills in presenting research findings to influence strategy

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer understanding and competitive analysis
- More data-driven marketing and business decisions
- Higher success rates for product development and market entry
- Reduced reliance on assumptions and internal bias in planning
- Enhanced ROI from research activities and investments

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core frameworks in research design and evaluation
- Case Studies - Industry examples of impactful market research
- Workshops - Hands-on development of research instruments and analysis
- Peer Exchange - Sharing research challenges and insights
- Tools - Templates for questionnaires, analysis frameworks, and reporting

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Research Design and Data Collection

- Module 1: Market Research Fundamentals (07:30 - 09:30) • Purpose and types of market research • Primary vs. secondary data • Exploratory, descriptive, and causal research
- Module 2: Designing Effective Research Studies (09:45 - 11:15) • Defining research problems and hypotheses • Choosing between qualitative and quantitative approaches • Formulating research objectives
- Module 3: Sampling Methods and Data Collection Tools (11:30 - 01:00) • Probability and non-probability sampling techniques • Surveys, interviews, focus groups, and observational methods • Digital data collection and online platforms
- Module 4: Workshop - Creating a Research Plan (02:00 - 03:30) • Designing a mini research study with peer review • Identifying KPIs and potential sources of bias

Day 2: Analysis, Interpretation & Presentation

- Module 1: Data Analysis Techniques (07:30 - 09:30) • Basic statistical analysis and data cleaning • Using cross-tabulation, mean, median, standard deviation • Tools: Excel, Google Sheets, and SPSS basics
- Module 2: Segmenting and Evaluating Markets (09:45 - 11:15) • Cluster analysis and customer segmentation • Market potential estimation and forecasting • Competitive benchmarking
- Module 3: From Data to Strategy - Insight Communication (11:30 - 01:00) • Turning data into actionable insights • Building executive-ready research reports • Data visualization tips and storytelling with insights
- Module 4: Final Group Exercise and Presentation (02:00 - 03:30) • Presenting a research-based marketing or business strategy • Instructor and peer feedback • Certificate distribution

Certification

Participants will receive a Certificate of Completion in Market Research & Analysis, validating their ability to conduct, analyze, and apply market research to guide strategic decision-making.

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Interested in running this course for your team?

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TEL:

+601116373203

EMAIL:

info@mawaevents.net

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