

Marketing Research

Course Overview

High quality business strategies have higher chances of benefit as most managers grant. They fully comprehend that good business strategies are only formed through reliable marketing research. This course will enable you to transform data into valid information, and this data will be easily accessed and used. Marketing managers and supervisors need to develop the quality of strategy formation through understanding the various research tools required for accurate and reliable data collection.

Learning Objectives

This training course provides a full understanding of the principles of business research and its tools and how to effectively use it in the market place to make successful business decisions.

Course Outline

- The environment of global business.
- Marketing research and its role and tools.
- Marketing research and its benefits and costs.
- The demand for marketing information policy and procedures.
- Creating a marketing research project including its process and types.
- Design and develop the marketing research proposal, required ethics, handling and interpreting data collection. In addition to evaluating research agencies.
- Advance research findings to the senior management.
- Innovating questionnaires and interview guides.

Who Should Attend

- Marketing and sales managers, supervisors, and employees.
- Marketing trainers.
- Employees from public sectors, managing or carrying out in-house research projects.

Course Duration: Two days from 9:00AM to 3:00PM

Registration Deadline: One week before the course date

Course Fees

- 1900 EGP (Registration is confirmed only upon payment)
- Fees include materials and attendance certificate
- Complimentary coffee breaks, juices and light lunch

Course Venue:

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

For More Information

17, Abdel Wahab Selim Elbeshry St.,
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

F. +2 02 226 871 58

M. +2 010 229 20 433

training@topbusiness-hr.com

www.topbusiness-hr.com