Training Course on Marketing Research and Consumer Behavior

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

<!-- [if gte mso 9]> <w:LsdException Locked="false" SemiHidden="true" Unhid

Programme Curriculum

Training Course on Marketing Research & Consumer Behavior

Introduction

Understanding consumer behavior and conducting effective marketing research are essential for developing successful marketing strategies. This training course on Marketing Research & Consumer Behavior focuses on methodologies such as surveys, focus groups, and data analysis. Participants will learn how to gather insights about consumer preferences, motivations, and behaviors to inform marketing decisions.

By mastering these research techniques, marketers can better understand their target audiences, improve product offerings, and enhance overall marketing effectiveness. This course empowers participants with the tools and skills necessary to conduct meaningful research and apply findings to real-world marketing challenges.

Course Objectives

1. Understand the fundamentals of marketing research and its importance.
2. Explore various research methodologies, including qualitative and quantitative methods.
3. Develop skills in designing effective surveys and questionnaires.
4. Conduct and analyze focus groups to gather consumer insights.

5. Utilize data analysis techniques to interpret research findings.
6. Understand consumer behavior theories and models.
7. Leverage research insights to inform marketing strategies.
8. Measure the effectiveness of marketing initiatives through research.
9. Stay updated on emerging trends in marketing research.
10. Create a comprehensive marketing research plan.
11. Engage stakeholders in the research process.
12. Present research findings effectively to decision-makers.

Target Audience

- Marketing Professionals
- Market Researchers
- Product Managers
- Business Analysts
- Brand Managers
- Entrepreneurs
- Students in Marketing and Business
- Non-Profit Organization Leaders

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Marketing Research

- Overview of marketing research and its significance.
- Key concepts and terminology in marketing research.
- Understanding the research process and its stages.
- Differences between qualitative and quantitative research.
- Case studies of successful marketing research applications.

Module 2: Research Methodologies

- Exploring various research methodologies.
- When to use qualitative vs. quantitative methods.
- Advantages and disadvantages of different research approaches.
- Understanding mixed-methods research.
- Selecting the appropriate methodology for your research goals.

Module 3: Designing Effective Surveys

- Key components of a well-structured survey.
- Techniques for writing clear and unbiased survey questions.
- Understanding different question types (multiple choice, open-ended, etc.).
- Strategies for maximizing response rates.

- Tools for creating and distributing surveys.

Module 4: Conducting Focus Groups

- Understanding the role of focus groups in marketing research.
- Techniques for recruiting participants and moderating discussions.
- Creating effective discussion guides for focus groups.
- Analyzing focus group data for insights.
- Case studies of successful focus group applications.

Module 5: Data Analysis Techniques

- Overview of data analysis methods for marketing research.
- Utilizing statistical tools for quantitative data analysis.
- Techniques for coding and analyzing qualitative data.
- Interpreting research findings and drawing conclusions.
- Best practices for presenting data visually.

Module 6: Understanding Consumer Behavior

- Theories and models of consumer behavior.
- Factors influencing consumer decision-making.
- Understanding the consumer buying process.
- Exploring psychological and sociocultural influences.
- Case studies of consumer behavior insights in marketing.

Module 7: Leveraging Research Insights

- Techniques for applying research findings to marketing strategies.
- Understanding market segmentation and targeting.
- Developing marketing messages based on consumer insights.
- Measuring the impact of marketing initiatives through research.
- Best practices for adapting strategies based on research data.

Module 8: Emerging Trends in Marketing Research

- Overview of current trends shaping marketing research.
- Understanding the impact of technology on research methodologies.
- Exploring the role of big data and analytics in marketing.
- Staying ahead of changes in consumer behavior.
- Engaging with industry experts on emerging trends.

Module 9: Creating a Comprehensive Marketing Research Plan

- Steps for developing a detailed marketing research plan.
- Aligning research objectives with business goals.

- Creating a timeline and budget for research activities.
- Engaging stakeholders in the research planning process.
- Practical exercises in research plan formulation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Online	$2,000
21 Sep 2026	02 Oct 2026	Physical	$3,000
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com