

Marketing Research & Intelligence

AN ISM EXECUTIVE TRAINING COURSE

Register Now
Page 4



"Intensive, comprehensive and clear to understand."

Mahmoud Abdou, *Saudi Diesel*

By attending this course you will learn to:

- Identify information needs.
- Review existing & secondary sources of information.
- Understand the components of a market intelligence.
- Build competitor profiles system.
- Plan a market survey.
- Select appropriate methodologies.
- Use the internet to source and build market data.
- Use market information as part of the planning process.
- Understand the 10 steps of a market research project.
- Write and design an effective research brief.
- Manage your relationship with external agencies.
- Analyse the data outputs.
- Draw conclusions and make recommendations.



Course content

- When to use an online survey, whether focus groups would be better suited, could telephone interviews help, are one-to-one interviews needed?
- How to search more efficiently for existing published data - what can be found for free - or nearly-free?
- How to critically evaluate a questionnaire someone else has designed or how to improve your own questionnaire?
- How to use the data to support marketing decisions.
- Identifying the information needs of the organisation.
- Specifying information needs in a clear and digestible manner.
- Using the internet and library resources to locate existing information.
- Primary data collection via fieldwork.
- Uses and applications for market intelligence.

Introduction

Sound marketing decisions rely on the availability of market information and market intelligence to develop strategy, to decide tactics and to measure performance.

One of the key roles of marketing professionals should be to ensure the availability of relevant and up to date information on which decisions can be made with confidence.

Who this course is for?

Any marketer seeking to improve their organisation's market and economic performance including those with specific market research or competitor intelligence responsibilities.


Training Methods

The programme is designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels.

In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with complete sets of workbooks, handouts and post course.





“Market research offers a systematic way of understanding customer needs and identifying how best to meet their expectations.”

Course Leader: Bill Levell

Bill Levell is a principal consultant at the Chartered Institute of Marketing (the world’s largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their marketing and sales plans.

Bill’s own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.



“Clients regard him as a visionary thinker!”



COURSE REGISTRATION FORM

Marketing Research & Market Intelligence



ISM

Institute of Sales & Marketing

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 delegates 20% discount or 5th seat FREE!
- 3 Delegates (receive a 10% discount) 6120 Dhs per person
- 2 Delegates (receive a 5% discount) 6460 Dhs per person
- Please book 1 Delegate 6800 Dhs

"ISM COURSES ARE ALWAYS GREAT VALUE FOR MONEY"
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

3 COMPANY DETAILS - Please complete in block capitals

Organisation name: _____ Industry _____
 Address: _____ Postcode: _____
 Country: _____ Tel: _____ Fax: _____ Email _____

4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: _____ Job Title: _____
 Email: _____ Industry: _____
 Address: _____
 P.O Box: _____ Country: _____ Tel: _____ Fax: _____
 Authorising Signature* (Mandatory): _____

By signing this form I have read and agreed to ISM's terms and conditions listed below

5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: _____
 Tel: _____ Fax: _____
 Email: _____
 Address: _____

Please Fax back the completed Form to + 971 4 457 3999
 We will send you confirmation of your booking and further details.
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

- Yes ! send me the 2011 training catalogue
- Social Media & Digital Marketing 27th & 28th February
- Effective Leadership 29th 30th 31st March
- Market Research & Intelligence - 3rd & 4th April
- Finance for Non-Financial Managers 5th 6th & 7th April
- Negotiation Masterclass 10th 11th & 12th April

Name: _____
 Job title: _____
 Company Name: _____
 PO Box No: _____
 Address: _____
 Tel No: _____ Fax: _____

TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.