



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Marketing Research and Consumer Insights is a comprehensive 5-day professional course designed to equip participants with the skills and knowledge needed to effectively gather, analyze, and apply marketing research to understand consumer behavior. Through this course, participants will learn how to leverage consumer insights to drive marketing strategies and decisions, ultimately leading to successful outcomes in the marketplace.

## Objectives

- Understand the fundamentals of marketing research and consumer behavior.
- Learn various qualitative and quantitative research methodologies.
- Develop skills in data analysis and interpretation to uncover consumer insights.
- Apply consumer insights to enhance marketing strategies and decision-making.
- Gain practical experience through case studies and real-world examples.

## Course Outlines

### Day 1: Introduction to Marketing Research

- Overview of marketing research and its importance.
- The role of consumer insights in marketing.
- Understanding the research process and planning.
- Different types of marketing research.
- Ethical considerations in marketing research.

### Day 2: Research Design and Methodologies

- Qualitative vs. quantitative research methods.
- Exploratory, descriptive, and causal research designs.
- Designing surveys and questionnaires.
- Sampling techniques and sample size determination.
- Conducting focus groups and interviews.

### Day 3: Data Collection and Analysis

- Data collection techniques and tools.
- Introduction to statistical techniques for data analysis.
- Using software for data analysis (e.g., SPSS, Excel).
- Interpreting data and identifying trends.
- Turning data into actionable insights.

### Day 4: Consumer Behavior and Insights

- Understanding consumer decision-making processes.
- Identifying factors influencing consumer behavior.
- Segmenting consumers based on behavior.
- Creating consumer profiles and personas.
- Applying insights to marketing strategies.

## **Day 5: Application and Implementation**

- Case studies analysis and group projects.
- Developing a consumer insights-driven marketing strategy.
- Implementing insights in product development and campaigns.
- Measuring the impact of consumer insights on marketing performance.
- Course review and feedback.