

Consumer Insights and Research

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OVERVIEW

Acquire the skills to conduct deep consumer research that drives business decisions, learning to harness both qualitative and quantitative data effectively.

PROGRAM OBJECTIVES

- To understand the methodologies and tools for robust consumer research.
- To translate consumer insights into actionable business strategies.
- To stay abreast of the latest trends and technologies in consumer research.

WHAT YOU WILL LEARN

- Techniques for conducting impactful qualitative and quantitative research.
- Methods for analyzing consumer data to uncover hidden insights.
- Strategies for integrating consumer insights into marketing and product development.

KEY BENEFITS

- Gain a deep understanding of consumer behavior and preferences.
- Enhance the ability to make data-driven decisions.
- Improve product and service offerings based on validated consumer insights.

WHO SHOULD ATTEND

Market researchers, consumer insights analysts, and marketing professionals involved in strategy and development.

PROGRAM FORMAT

Five evenings of 3-hour sessions from 6:00 PM to 9:00 PM, incorporating both live discussions and self-paced activities.

PROGRAM FEE

PHP 7,500.00 per head

WHO SHOULD ATTEND

Sales managers, key account managers, professionals in client-facing roles.

PROGRAM FORMAT

Interactive live sessions and practical exercises, conducted online from 6:00 PM to 9:00 PM across five evenings.

PROGRAM FEE

PHP 7,500.00 per head

FOR INQUIRIES AND REGISTRATION

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