Garnet
Garnet Global Training Center

GGT-MK-110

Marketing, Sales & Communication

Market Research & Consumer Insights

أبحاث السوق وفهم المستهلك

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Market Research & Consumer Insights focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Market Research & Consumer Insights to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Market Research & Consumer Insights: principles and standards

- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Measurement and ROI
- Media and stakeholder communication

Day 3 Diagnosis and problem solving

- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- Brand and positioning
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Digital channels and content
- Checklists and templates to take away

10-day outline

Day 1 Market Research & Consumer Insights: principles and standards

- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Measurement and ROI
- Media and stakeholder communication

Day 3 Diagnosis and problem solving

- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- Brand and positioning
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Digital channels and content
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Measurement and reporting

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
4–8 Jan 2027	5-day classroom	Dubai	English	4,750
15–19 Feb 2027	5-day online	Live online	Arabic	2,950
7–11 Jun 2027	5-day classroom	Paris	English	4,750
7–18 Nov 2027	10-day classroom	Doha	Arabic	8,950
16–20 Apr 2028	5-day classroom	Kuwait City	English	4,750
3–7 Jul 2028	5-day classroom	Dubai	Arabic	4,750
20 Nov – 1 Dec 2028	10-day online	Live online	English	5,450
10–21 Dec 2028	10-day classroom	Doha	English	8,950
4–8 Feb 2029	5-day classroom	Jeddah	English	4,750

Dates	Format	City	Language	Fee (USD)
18–29 Mar 2029	10-day classroom	Amman	Arabic	8,950
10–14 Sep 2029	5-day classroom	Singapore	English	4,750
10–14 Dec 2029	5-day online	Live online	Arabic	2,950
4–15 Feb 2030	10-day classroom	London	English	8,950
16–20 Sep 2030	5-day classroom	Casablanca	Arabic	4,750
21 Oct – 1 Nov 2030	10-day online	Live online	Arabic	5,450
9–13 Dec 2030	5-day classroom	Dubai	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/