



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Market Research and Customer Insight

3 day course

Classroom, online or in-house

Course overview

Organisations commission research to confirm a decision already taken, and receive findings that support it because the questions were written that way. This course covers research that can change a mind. Delegates work through defining the decision the research must inform, choosing between qualitative and quantitative approaches and what each can and cannot establish, and sampling and recruitment for a market where panels are thin and reach is uneven. Interview and focus group technique is practised, including avoiding the leading questions that produce agreeable answers. Analysis and the difference between what people say and what they do are covered. Competitor and desk research follow. The course closes on presenting findings that a decision maker will act on, including unwelcome ones.

What you will learn

- Define the decision the research must inform before designing it
- Choose between qualitative and quantitative approaches appropriately
- Sample and recruit in a market with thin panels and uneven reach
- Run interviews and focus groups without leading the answer
- Analyse findings and separate stated preference from behaviour
- Conduct competitor and desk research efficiently
- Present findings a decision maker will act on, including unwelcome ones

Who should attend

- Marketing and insight professionals
- Product managers researching customer need
- Business owners testing a proposition
- Strategy and business development staff
- Agency and consultancy researchers

Course outline

- 01 Research commissioned to confirm a decision
- 02 Defining the decision to inform
- 03 Qualitative and quantitative approaches
- 04 Sampling and recruitment in this market
- 05 Interview and focus group technique
- 06 Avoiding leading questions
- 07 Analysis, stated preference and behaviour
- 08 Competitor research and presenting findings

Upcoming dates

Dates	Venue	Format	Fee per delegate
30 September to 2 October 2026	Nairobi, Kenya	Classroom	USD 995
30 December 2026 to 1 January 2027	Online	Online	R6,500
13 to 15 January 2027	Kigali, Rwanda	Classroom	USD 995
24 to 26 February 2027	Accra, Ghana	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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