



الدورة التدريبية

**Marketing Intelligence**

2-3 April 2014 :

تاريخ الدورة

9:00 am – 2:00 pm :

توقيت الدورة

**Eng. Ahmad Firas Hamadeh - MBA :**

اسم المدرب

SEBC / مركز الأعمال والمؤسسات السوري

المكان

العربية / الانكليزية :

لغة الدورة

**أهداف الدورة / Training objectives**

- How to use marketing intelligence tools
- How to develop an outstanding marketing research
- How to assess market opportunities
- Sustaining a competitive advantage

**الفئة المستهدفة / Target Group**

- Marketing Specialists
- Business Development Officers
- Entrepreneurs

**النتائج المتوقعة في نهاية الدورة / Expected learning**

- Be able to use marketing research techniques
- Be able to assess market size and future demand
- Be able to measure customer satisfaction
- Be able to use marketing intelligence techniques effectively

**المحاور الأساسية للدورة / Training outlines**

- Marketing in competitive environments
- Intelligent Marketing research tools
- Shifts in Customer Behaviour
- Marketing Trends
- Marketing and Business Intelligence
- Reaching high Customer Satisfaction Levels