



## IMS Training

### Marketing Management

- Introduction to Marketing Management
- Marketing Research : Step by Step Execution
- Data collection in marketing research
- Qualitative and Quantitative Research- concept
- Types of Marketing Research and their Application
- Focus groups
- Depth Interviews
- Mystery Shopping approach
- Brand Health Survey

**Goals of the training:** Understanding Marketing Research techniques and methodologies

**Your managerial team's objectives:**

- Marketing management at a senior level
- From Data collection to Focus Groups, concept tests to Depth interviews.

Target audience: Marketing Managers, Brand Managers, Marketers.

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