EXECUTIVE PROGRAMME IN MARKET INTELLIGENCE, COMPETITIVE ANALYSIS & BUSINESS GROWTH COURSE

Introduction

The Executive Programme in Market Intelligence, Competitive Analysis & Business Growth is an advanced executive programme designed to equip business leaders, marketing professionals, strategy executives, commercial managers and entrepreneurs with the capabilities required to systematically understand markets, anticipate competitive developments, identify growth opportunities and translate intelligence into better strategic and commercial decisions. In increasingly competitive markets, organizations cannot rely solely on historical performance, intuition or conventional market research. They need reliable intelligence about customers, competitors, industries, technologies, regulations, economic conditions, emerging trends and changing business models. This programme provides a structured framework for converting diverse market information into actionable strategic intelligence. The programme examines the complete market-intelligence cycle, from information gathering and research design through analysis, interpretation, forecasting and strategic application. Participants learn how to distinguish useful intelligence from raw information, evaluate the reliability of sources, identify patterns and convert findings into decisions that support market entry, product development, customer acquisition, competitive positioning and business growth. A major component focuses on competitive intelligence and competitor analysis. The programme also connects intelligence with business growth strategy. Participants learn how to identify underserved markets, emerging customer needs, new geographic opportunities, partnership possibilities, product opportunities and potential threats. They also examine scenario planning and early-warning systems that can help organizations prepare for changes rather than merely react to them. Particular emphasis is placed on data-driven strategic decision-making, including market dashboards, business intelligence, customer analytics, trend analysis and emerging AI-enabled analytical tools.

Course Objectives

- Explain the strategic role of market intelligence in business decision-making.
- Design effective market-intelligence systems and processes.
- Conduct systematic market and industry analysis.
- Analyse competitors, their strategies, capabilities and market positioning.
- Identify emerging trends, market disruptions and growth opportunities.
- Apply customer and market segmentation techniques to strategic decisions.
- Use qualitative and quantitative market research methods effectively.
- Convert market data into actionable business intelligence.
- Apply scenario planning and strategic forecasting techniques.
- Identify new markets, products, customer segments and commercial opportunities.
- Develop competitive intelligence dashboards and early-warning mechanisms.
- Integrate market intelligence into strategy, innovation and business-growth decisions.

Course Modules

> Module 1: Foundations of Market Intelligence & Strategic Decision-Making
- Meaning, scope and strategic value of market intelligence
- Market intelligence versus market research and business intelligence
- The market-intelligence cycle and strategic decision-making
- Establishing an organizational intelligence culture

> Module 2: Market Intelligence Frameworks, Processes & Governance
- Designing an organizational market-intelligence framework
- Identifying critical intelligence requirements and questions
- Intelligence collection, analysis, dissemination and utilization
- Intelligence governance, quality assurance and accountability

> Module 3: Market Research, Data Collection & Intelligence Sources
- Primary and secondary market research methods
- Customer, competitor, industry and stakeholder research
- Digital, open-source and commercial intelligence sources
- Selecting appropriate research and information-gathering methods

> Module 4: Data Quality, Validation & Intelligence Analysis
- Evaluating information quality, reliability and relevance

- Data validation, triangulation and source verification
- Identifying information bias, gaps and misinformation
- Converting raw information into actionable intelligence

> Module 5: Industry & Market Environment Analysis
- Macro-environmental analysis and market drivers
- Industry structure and competitive forces
- Regulatory, economic, technological and social influences
- Identifying external opportunities and strategic threats

> Module 6: Market Size, Growth & Attractiveness Analysis
- Market size, growth rates and demand estimation
- Market share, concentration and competitive intensity
- Market maturity, industry life cycles and growth patterns
- Market attractiveness assessment and opportunity prioritization

> Module 7: Competitive Intelligence & Competitor Analysis
- Competitor identification, classification and profiling
- Competitor strategies, capabilities and resources
- Competitor products, pricing, distribution and positioning
- Competitive intelligence for strategic decision-making

> Module 8: Competitive Benchmarking, Monitoring & Early-Warning Systems
- Competitive benchmarking frameworks and methodologies
- Benchmarking products, services, prices and capabilities
- Competitor monitoring and strategic movement analysis
- Developing competitive early-warning systems

> Module 9: Customer Intelligence, Segmentation & Behavioural Analysis
- Customer needs, motivations and buying behaviour
- Market and customer segmentation techniques
- Customer personas and behavioural profiling
- Customer insights for strategic decision-making

> Module 10: Customer Value, Profitability & Lifetime Value
- Customer profitability and value analysis
- Customer Lifetime Value and acquisition economics

- Customer retention, churn and relationship intelligence
- Using customer value intelligence to drive growth

> Module 11: Market Trends, Emerging Issues & Strategic Foresight
- Identifying emerging market and industry trends
- Consumer, technology and economic trend analysis
- Weak signals, megatrends and structural market shifts
- Translating trends into strategic implications

> Module 12: Forecasting, Scenario Planning & Strategic Preparedness
- Market and business forecasting techniques
- Scenario development and strategic alternatives
- Early-warning indicators and risk signals
- Strategic preparedness and organizational response

> Module 13: Market Positioning, Differentiation & Value Proposition
- Strategic market positioning and competitive perception
- Value propositions and customer-centred differentiation
- Positioning maps and competitive positioning analysis
- Repositioning strategies in changing markets

> Module 14: Competitive Advantage, Capabilities & Benchmarking
- Sources of sustainable competitive advantage
- Organizational resources, capabilities and core competencies
- Value-chain analysis and capability benchmarking
- Building and sustaining competitive advantage

> Module 15: Growth Opportunity Identification & Market-Gap Analysis
- Identifying unmet customer needs and market gaps
- New customer segments, products and service opportunities
- Opportunity screening, evaluation and prioritization
- Developing intelligence-driven growth opportunities

> Module 16: Market Expansion, Diversification & International Growth
- Geographic, regional and international market expansion
- Market-entry, diversification and growth strategies
- Strategic partnerships, alliances and new business models
- Assessing market expansion opportunities and risks

> Module 17: Business Intelligence, Marketing Analytics & Decision Support
- Integrating market, customer and business intelligence
- Business and marketing analytics for strategic decisions
- Market intelligence dashboards and performance indicators
- Data visualization and executive intelligence reporting

> Module 18: AI, Predictive Analytics & Advanced Market Intelligence
- Artificial intelligence applications in market intelligence
- Predictive analytics, forecasting and customer intelligence
- AI-enabled competitor monitoring and market scanning
- AI governance, ethics, bias and responsible intelligence

> Module 19: From Market Intelligence to Strategic Business Decisions
- Translating market intelligence into strategic choices
- Intelligence-driven innovation and investment decisions
- Strategic opportunity, risk and resource prioritization
- Integrating intelligence into corporate and business strategy

> Module 20: Business Growth Strategy, Implementation & Intelligence
- Developing intelligence-driven business growth strategies
- Growth portfolio development and strategic prioritization
- Implementing a market-intelligence and growth roadmap
- Market intelligence KPIs, monitoring and continuous improvement

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