

## **Training courses in Marketing Research**

The department of Marketing Management (University of Pretoria) in collaboration with GfK Verein will offer a number of cutting edge training courses in Marketing Research from 2016. These courses are aimed at addressing the changing skills needs in the highly dynamic marketing research industry.

The first intensive training course will focus on topics related to digital marketing research and consumer insights. A newly equipped and state of the art Digital Learning Lab, sponsored by GfK Verein, will serve as a venue for the practical part of the new training courses. During the contact sessions, participants will engage with top international scholars and industry leaders on the key concepts of digital marketing research and get first-hand experience in using the next generation of marketing research tools. Participants will learn to take a leading role in the industry's accelerating transformation to digital research, insights and innovation. The content will be offered in an immersive format, whilst providing participants the opportunity to use these tools of the future in a dynamic learning environment. Participants will exit with both practical project experience and a certificate documenting highly sought-after digital marketing research and insights skills. The course lecturers are all top international academic scholars and industry leaders in their respective fields.

The new courses will use an immersive concept to ensure participants gain practice-relevant skills as well as a solid theoretical foundation. The courses will each run over a period of 4 months. Each course will involve integrated blended learning and ten days of contact sessions delivered in two intensive five-day blocks. Participants will complete a mentored digital market research challenge involving a real-life project that serves to demonstrate their digital capabilities.

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