



Learner Achievement Verification

This is to certify that the management of Alison has decided to award GODFREY KALULE KAYIZA living in Uganda the certificate of completion in Marketing Management - Capturing Marketing Insights.

Learner Details



Name: GODFREY KALULE KAYIZA
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Country: Uganda



Course and Result



Score
80%
Study Time
1:14:28

Marketing Management - Capturing Marketing Insights

Marketing research is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization. This course will first teach you the steps in the marketing research process. You will study its four components and look into the important sources of information for the internal reporting system.

Modules Studied

Module 1: The Marketing Information System

Module 2: Marketing Research

Module 3: Course assessment