

Predictive Market Analytics, Branding & Consumer Insights

COURSE OVERVIEW

This course is about using data analytics and predictive modeling to understand markets, anticipate consumer behavior, and strengthen brand positioning. The course content explores how organizations can apply data-driven insights to forecast trends, refine marketing strategies, and enhance brand perception. Participants will learn how to leverage predictive tools, consumer data, and behavioral analytics to make informed marketing decisions and create forward-looking brand strategies. Through practical sessions and case studies, participants will be equipped to translate analytics into actionable insights that drive brand growth and customer loyalty.

WHO SHOULD ATTEND?

This course is designed for communication directors, brand managers, marketing strategists, data analysts, researchers, product managers and innovation leads seeking to enhance customer understanding through analytics. It is equally valuable for consumer sight professionals, CRM specialists, senior executives and business leaders aiming to align AI-driven insights with marketing strategy for brand growth.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Apply predictive analytics to forecast consumer behavior.
- Integrate data insights into brand development, positioning and messaging strategies.
- Use AI-driven segmentation, forecasting and customer profiling for precision marketing.
- Evaluate and enhance brand performance through visualization and intelligence dashboards.
- Translate consumer insights into targeted campaigns that drive engagement and loyalty.
- Combine creativity and analytics to deliver evidence-based branding decisions with measurable ROI.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How predictive analytics and AI are redefining modern marketing, branding and consumer engagement.
- The methodologies behind consumer data modeling, trend prediction and behavioral segmentation.
- How to leverage machine learning algorithms for customer lifetime value prediction and brand storytelling for impact campaign.
- Tools for applying analytics into brand positioning and campaign design.
- The link between data intelligence and brand storytelling for impactful communication.
- Frameworks for integrating AI-driven insights into marketing communication strategies.
- Case studies of global brands using predictive analytics to transform consumer experience and market leadership.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate.
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.



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