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| <b>Course</b>      | <b>CIMA Certified International Marketing Analyst <sup>TM</sup></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Instructor</b>  | <b>American Academy Certified Instructor</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Description</b> | <p>This course is for technical and market analysts which will open up opportunities in diverse roles in the fields of trading and finance. Master the art of reading and fully understand point and figure, line and candlestick charts from price perspectives past, present and future. Enhance your abilities to predict relationship between these prices and price patterns, as well as trends and what they mean, how to draw trend lines and how to determine if trends will continue or fade.</p> <p>This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications.</p> <p>Participants will gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions.</p> <p>This marketing course is intended for participants who want to increase their knowledge of aspects that affect consumer behavior, and of theories and methods for advanced analysis of consumer markets. The final modules of this course focus on advanced market analysis and development of decision making skills.</p> |
| <b>Objectives</b>  | <ul style="list-style-type: none"> <li>• Develop effective market strategy based on thorough analysis regarding customer behaviour, consumer market and thorough market analysis</li> <li>• Learn how to recognize situations that require market research</li> <li>• Gain an understanding of the research designs that could be used to address specific business issues</li> <li>• Broaden Participants understanding of critical research</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| <b>Target Audience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The training is designed for those who manages or interacts with market, and suitable for new professional to the field or an experienced professional as well, this training program will give the participants a deeper understanding of the marketing research process and market strategizing. |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 3 Days                                                                                                                                                                                                                                                                                             |
| <p style="text-align: center;"><b>Course Contents and Descriptions</b></p> <p><b>Trend Determining Techniques</b></p> <p>Understand Financial Markets And The Business Cycle- Determine Changes In The Movement Of The Market With Dow Theory- Focus On Typical Parameters For Intermediate Trends- Learn How To Identify Support And Resistance Zones.</p> <p><b>Trend Lines and Patterns</b></p> <p>Learn The Use Of Trendlines' Tools- Understand The Concepts Of Classic Price Patterns - Smaller Price Patterns- Determine The Influence Of One- And Two-Bar Price Patterns</p> <p><b>Moving Average and Momentum</b></p> <p>Learn Moving Averages And Its Types- Significance Of Envelopes And Bollinger Bands- Examine Momentum Principles- Individual Momentum Indicators I- Individual Momentum Indicators II.</p> <p><b>Charting and Miscellaneous Techniques</b></p> <p>Learn The Application Of Candlestick Charting- Interpret The Market Trends With The Help Of Point And Figure Charting- Miscellaneous Techniques For Determining Trends- Understand The Concept Of Relative Strength.</p> <p><b>Price and Time</b></p> <p>Learn Price: The Major Averages- Price: Sector Rotation- Time: Analyzing Secular Trends For Stocks, Bonds And Commodities- Time: Cycles And Seasonal Patterns.</p> |                                                                                                                                                                                                                                                                                                    |



## **Market Structure**

Practical Identification Of Cycles- Understand Volume Indicators- Determine And Interpret Market Breadth

## **Other Aspects of Market Analysis**

Gain Insights On Indicator And Relationship That Measures Confidence- Understand The Importance Of Sentiment- Learn Integrating Contrary Opinion And Technical Analysis- Determine Why Interest Rates Affect The Market- Use Technical Analysis To Select Individual Stocks- Concentrate On Technical Analysis Of International Stock Markets- Learn The Application Of Automated Trading Systems- Checkpoints For Identifying Primary Stock Market Peaks And Troughs.

## **Cases**

This part of the training shall divulge and highlight to the participants practical and particular cases related to the subject of Market .