

PLANNING AND STRATEGY MANAGEMENT | PSM-016

Competitive Intelligence and Market Analysis

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Course content

Why Attend

Organisations that understand their markets and competitors make better strategic decisions. Competitive intelligence systematically gathers and analyses information to anticipate moves and identify opportunities.

This Aractech course covers the intelligence cycle, market analysis frameworks, competitor profiling, sources and ethical collection, analysis techniques, war-gaming, communicating intelligence and building a competitive intelligence function. Participants profile competitors.

Course Methodology

- Frameworks
- Research exercises
- Competitor profiling workshop
- War-game simulation
- Group discussions

Course Objectives

- Apply the competitive intelligence cycle
- Analyse markets using structured frameworks
- Profile competitors and anticipate moves
- Collect information ethically
- Apply analysis techniques and war-gaming
- Communicate intelligence to decision-makers

Target Audience

- Strategy and planning professionals
- Marketing and business development managers

Course content

- Product managers
- Market research analysts

Course outline

Detailed course outline

Day-by-day outline for Competitive Intelligence and Market Analysis.

Day 1 - Competitive Intelligence

- 09:00-09:45 | Purpose
- 09:45-10:30 | Intelligence cycle
- 10:30-11:00 | Requirements
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Requirements (continued)
- 11:45-12:30 | Ethics
- 12:30-14:00 | Exercise: Intelligence needs

Day 2 - Market Analysis

- 09:00-09:45 | Industry analysis
- 09:45-10:30 | Market trends
- 10:30-11:00 | Customer analysis
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Customer analysis (continued)
- 11:45-12:30 | Scenario thinking
- 12:30-14:00 | Workshop: Market analysis

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Day 3 - Competitor Profiling

- 09:00-09:45 | Competitor profiles
- 09:45-10:30 | Strategies
- 10:30-11:00 | Capabilities
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Capabilities (continued)
- 11:45-12:30 | Signals
- 12:30-14:00 | Exercise: Competitor profile

Day 4 - Analysis Techniques

- 09:00-09:45 | SWOT and beyond
- 09:45-10:30 | Benchmarking
- 10:30-11:00 | War-gaming
- 11:00-11:30 | Coffee break
- 11:30-11:45 | War-gaming (continued)
- 11:45-12:30 | Early warning
- 12:30-14:00 | Simulation: Competitive war game

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Day 5 - Communicating Intelligence

- 09:00-09:54 | Reports and briefings
- 09:54-10:48 | Dashboards
- 10:48-11:00 | CI function
- 11:00-11:30 | Coffee break
- 11:30-12:12 | CI function (continued)
- 12:12-13:06 | Continuous monitoring
- 13:06-14:00 | Capstone: Competitive intelligence brief

Seminar dates

Available seminar dates

Live dates and pricing for Competitive Intelligence and Market Analysis generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Rome	Classroom	€3,460
21 - 25 December 2026	Istanbul	Classroom	€1,978
18 - 22 January 2027	Kuala lumpur	Classroom	€1,925
15 - 19 February 2027	Barcelona	Classroom	€2,815
15 - 19 March 2027	London	Classroom	€2,315
19 - 23 April 2027	Munich	Classroom	€3,225
17 - 21 May 2027	Amsterdam	Classroom	€2,830
21 - 25 June 2027	Istanbul	Classroom	€1,978
19 - 23 July 2027	Rome	Classroom	€3,460
16 - 20 August 2027	Istanbul	Classroom	€1,978

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