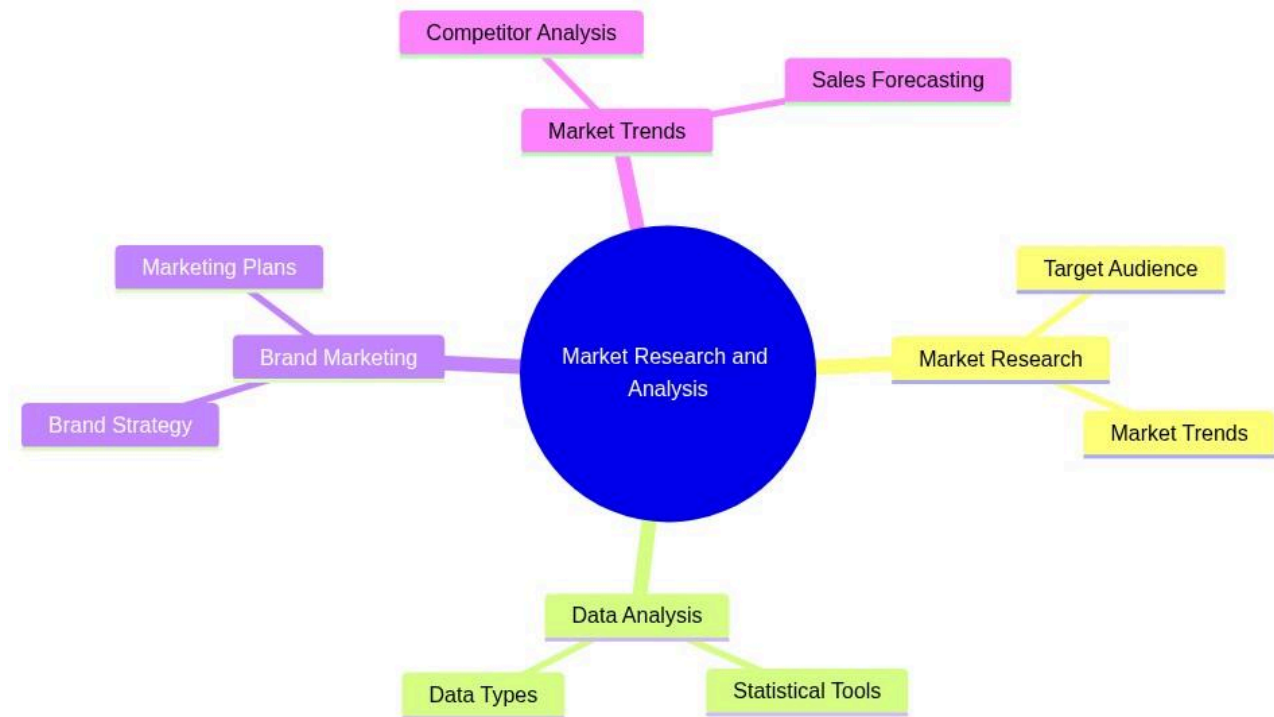


Professional Certificate in Aerospace and Defence Branding and Marketing

Market Research and Analysis



mindmap

```

root((Market Research and Analysis))
  Market Research
    Target Audience
    Market Trends
  Data Analysis
    Statistical Tools
    Data Types
  Brand Marketing
    Brand Strategy
    Marketing Plans
  Market Trends
    Competitor Analysis
    Sales Forecasting
  
```