

Marketing Research: Insights and Applications

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Programme Co-ordinators:

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In the post-liberalization era, consumer and competition have assumed enormous proportions in the Indian context. Questions like "Who is my consumer?", "Who is my competitor?", "Where is the market for my product?", "What does my consumer actually want?", "How does my consumer perceive my product vis-à-vis competing products?" which were virtually nonexistent in the past are the ones which are now deliberated in depth by managers. It is here that marketing research becomes relevant. The needs are two pronged; firstly, to utilize optimally available market information and, secondly, to ensure that data procured from various agencies are appropriately understood, analyzed, and interpreted. Also, there is a need to "demystify" the maze of quantitative tools and, more importantly, the plethora of jargons used in marketing research parlance.

Objectives

This programme intends to:

- enable participants appreciate the need for marketing research in a competitive environment
- familiarize participants with methodological issues in marketing research
- expose participants to tools and techniques of marketing research
- provide tools in planning and monitoring marketing research projects
- develop in-house capabilities of undertaking marketing research projects

Contents

- Determining information needs
- Procuring, analyzing, and interpreting data
- Fundamentals of statistics and modeling
- State of the art techniques (sales forecasting, analytical hierarchical processes, conjoint analysis, etc.) apart from marketing research tools such as regression analysis, cluster, and factor analysis, etc.
- Efficient use of computers in marketing research

Pedagogy

- Classroom sessions
- Case discussions
- Hands on computer applications

Participants

This programme would benefit professionals involved in sales and marketing functions (e.g. market planning, product/brand management, sales and distribution management, new product development, research). It would also serve as a forum for marketing faculty and researchers in various business schools to familiarize themselves with concepts and tools of marketing research.

Fee

₹ 20,000 per Indian participant and US\$ 875 per overseas participant

Deadline for Confirmation of Participation: September 30, 2011