

ADVANCED MARKETING RESEARCH FOR SEGMENTATION AND POSITIONING

Introduction

Marketing Research is the process of identifying solutions for problems related to marketing with the help of research. It involves identifying the problem, formulating research design to systematically collect, record, analyze, and interpret the data that can help solve the marketing problem for decision makers. All the companies in the world are involved in continuous research to fine tune their focus in various aspects including brand positioning, market segmentation, and new product/concept testing. Conducting market research is not the same as before, and it goes way beyond the correlations and percentages. This program offers learning advanced methodologies used in marketing research with a focus on hands-on experiential learning.

Objectives of the Program

This program would be useful for -

1. Marketing executives up to middle management level who seek to enhance their understanding of linkages of different aspects of marketing research.
2. Marketing executives up to middle management level who want to conduct or supervise the Marketing Research process efficiently.

Pedagogy of the Program

The program would be conducted via lectures, case discussion, and exercises.

Indicative Content of the Program

The main modules of the program would be as follows-

1. Stating a problem and designing the research.
2. Measurement methods and questionnaire/survey design.
3. Methodologies including- Cluster, factor, Multi-dimensional scaling (MDS), and conjoint analyses.
4. Interpretation and recommendation from the data analysis.

Program Director: Prof. Mayank Jyotsna Soni

Fees (Per Candidate):Rs 19200+GST (Non Residential-In Campus),Rs 15000+GST (Online)

Proposed Dates: December-2021