

Marketing Research for Decision Making

About the program:

The complex business environment has made decision-making a difficult task for managers. The managers are facing challenges in acquiring information and analyzing data for making effective decisions. A sound understanding of research has thus become a necessity to remain competitive in the dynamic environment.

This program will focus on imparting key research skills to the management researchers and practicing managers for using different types of tools and techniques research methodology offers and understanding their application in day-to-day business decisions.

Objectives:

-) To provide in-depth understanding of various methods of conducting marketing research in different management situations
-) To provide hands on experience of analyzing data for marketing research

Content:

-) Introduction to Marketing Research
-) Understanding the problem
-) Research Process
-) Research designs for marketing research

Acquiring information for decision making

-) Data collection
-) Data coding
-) Data screening

Analyzing data for deriving managerial implications

-) Conducting Surveys
-) Conducting Experiments

Using SPSS for conducting data analysis

-) Introduction to SPSS Statistics
-) Data Preparation, Missing Value Analysis
-) Building & Editing Charts using SPSS,
-) Descriptive Statistics
-) Dimension Reduction (Factor Analysis)
-) T-tests and ANOVA
-) Correlation and Regression

Methodology:

-) Conceptual learning of Research Problems/designs using case studies
-) Hands on experience of SPSS for data analysis
-) Interactive Lectures

Who may attend?

Senior and Middle level managers including Marketing Managers and Sales Managers who are involved in decision making for their organization

Expected outcome:

-) Ability to formulate research problems
-) Applying appropriate research designs
-) Conduct data coding and screening
-) Perform data analysis using quantitative methods
-) Use SPSS software for data analysis

Resource Person:

Prof. Utkarsh

Prof. Utkarsh, Assistant Professor at FIIB, has been involved in teaching and research from last 7 years. After obtaining MBA he worked for almost 2.5 years at IIM Lucknow as Research Associate and was involved in research work in the marketing area. He qualified UGC- NET and JRF and joined PhD program at University of Lucknow. His research focusses on issues like advertising strategies in print media and website effectiveness, using content analysis. Prof. Utkarsh has presented his

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research at several reputed marketing conferences in India, organised by IIM Ahmedabad, IIT Delhi, IIM Lucknow etc. His work has been published/ accepted by internationally reputed journals like Services Marketing Quarterly, The Marketing Review and Information Technology and Tourism.

Dr Nimit Gupta

Dr Nimit Gupta Associate Professor at FIIB, is a certified marketing trainer trained by Dr Philip Kotler. He is also certified from University of British Columbia, Canada as proficient in marketing education. Dr Nimit Gupta has more than 12 years of experience in teaching, academic administration and research at reputed management institutes of Delhi NCR in the area of Marketing and General Management. He has presented 23 research papers/cases/articles in National and International Seminars including IIM (A), FMS, IIT (M), BIMTECH, IMT etc He has also published 35 research papers/cases/articles in journals of repute. He is recipient of several scholastic performance awards including Best Case Award: Case Centre (USA)

Venue: FIIB Campus, New Delhi

Registration Details:

For details regarding registration process and other queries please contact our MDP cell at:

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