

# SHORT TERM COURSE ON MARKET RESEARCH FOR BUSINESS

Organized by

Vinod Gupta School of Management

Indian Institute of Technology, Kharagpur

Dates – 3<sup>rd</sup> – 7<sup>th</sup> September, 2018 | Location – IITKGP Campus

## DETAILS

### Background

With the advancement of computational technology, analytics has become an inevitable part of business. For gaining competitive advantage through data driven decision making, managers should be able to marry raw data with business acumen. In this program, we will try to do the same. The program is not targeted to create data scientists but more focused on managerial applications of analytics for better decision making. Participants

### Participants

The following members can participate the program:

- Managers working in market research and business analytics wings of FMCG, Durable goods, Food and Beverages etc.
- Business students from various BSchools
- Market research enthusiasts

### Course Contents

Market Research for Industry Analysis, Feasibility Study, Macro and micro analysis, Marketing 4P, Segmentation, Targeting, Positioning, Branding, New Product Development

Qualitative and Quantitative methods

Case Studies from renowned publishers like HBPS

### Faculty

Dr. Swagato Chatterjee (Assistant Professor, IITKGP, B.Tech, IITKGP; PhD, IIMB)

Professors from IIMs and IITs along with industry experts from companies like IMRB, WPP Group etc.

### Accommodation

AC accommodation will be provided at IITKGP campus on twin sharing basis. Single / guest / extra accommodation may be arranged upon request and extra payment.

### Course Fee

- For industry participants – INR 41,300 (Fees INR 35,000 + GST 18%)
- For teachers in universities, colleges, institutions – INR 29,500 (Fees INR 25,000 + GST 18%)
- For students – INR 17,700 (Fees INR 15,000 + GST 18%)

The course fee will cover lecture notes, refreshment during classes. The course fee also includes 5 days of AC shared accommodation in IITKGP campus.

The course fee can be submitted in the form of a demand draft drawn in favor of 'CEP-STC, IIT Kharagpur' payable at Kharagpur.

Name of Bank Account: CEP-STC, IIT Kharagpur; Bank Name: Syndicate Bank; Branch Name: SRIC, IIT Kharagpur; SB Account No.: 95562200002955; IFSC Code: SYNB00095556; MICR: 721025103; SWIFT: SYNBINBB120.

### Important Dates

Last date of Registration – 15th August, 2018

Last date of Booking Accommodation – 15th August, 2018

Intimation to selected candidates- 17th August, 2018

### About VGSoM

VGSoM is the oldest BSchool under the umbrella of IIT system which offers management education with the right blend of business insights and technological applications. VGSoM currently is ranked as No 7 among all BSchools in India as per NIRF ranking by Govt. of India moving ahead of many renowned BSchools including lots of IIMs and XLRI. The school looks forward to excel in all aspects of management education and become one of the top most BSchools in the country.

Course coordinator

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