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CONSUMER BEHAVIOR: ROLE OF MARKET RESEARCH

Objectives:

The objective of the Course is to provide understanding of consumer behavior through application of market research.

Detailed Description/Contents:

Part A: Consumer Behaviour:

- 1.Introduction to the Study of Consumer Behavior
- 2.Consumer Decision Making
- 3.The Consumer As An Individual: Psychological Influences on Consumer Decision Making
- 4.Group Dynamics: Social Influence on Consumer Decision Making

Part B: Market Research:

- 5.Introduction to Market Research
- 6.Customer Analysis, Competitive Analysis, Operational Analysis, Environmental Analysis
- 7.Tools for Data Collection
- 8.Analyzing data: Univariate, Bivariate and Multivariate Analysis
- 9.Communicating Research Results

Part C: Consumer Behavior Analysis and Market Research: Use of Qualitative and Quantitative Tools

Applications of Market Research on

- Product segmentation, targeting and positioning
- Product strategy, promotion strategy and pricing strategy and promotion strategy
- Consumer decision making and customer satisfaction

Part D: Case Studies and Exercises

Target Audience:

People from industry, academicians, students.

Pedagogy:

Lectures through audio-visual presentation, structured exercises, Group discussion and Case studies.

Programme Fee:

Rs.15,000.00 per participant (Non-residential)

Programme Date:

February 16-18, 2012

Venue:

IIT Kharagpur Kolkata Campus, Sector III, Salt Lake

Coordinator(s):

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VINOD GUPTA SCHOOL OF MANAGEMENT

INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

KHARAGPUR, INDIA 721302

APPLICATION FORM

Management Development Programme (MDP)

Title of the Programme	CONSUMER BEHAVIOR AND MARKET RESERCH			
Duration of the Programme	FEBRUARY 16-18, 2012			
TO BE FILLED BY THE PARTICIPANT				
Name:				
Gender:		Age:		
Designation:				
Organisation:				
Address for Communication:				
Phone:		(Office)		(Residence)
Mobile:				
Email:				
Present Responsibilities:				
Designation of the executive to whom you report:				
QUALIFICATION				
Degree	College/Institute	University	Subjects	Year

WORK EXPERIENCE					
Organisation	Location	Designation		Duration	
ORGANISATION DETAILS					
Annual Sales (Last Year):		Major Products:		Number of Employees:	
OTHER PROGRAMMES ATTENDED					
Programme Title		Organised By		Duration	Year
Your Expectations from the Programme:					
TO BE FILLED BY SPONSOR					
Name of the Company:				Designation	
Address for Communication:					
Phone:		Fax:		Email:	
I approve the above applicant for attending the Management Development Programme on CONSUMER BEHAVIOR AND MARKET RESERCH organised by VGSOM, IIT Kharagpur.					

Date:

Signature of the Sponsor