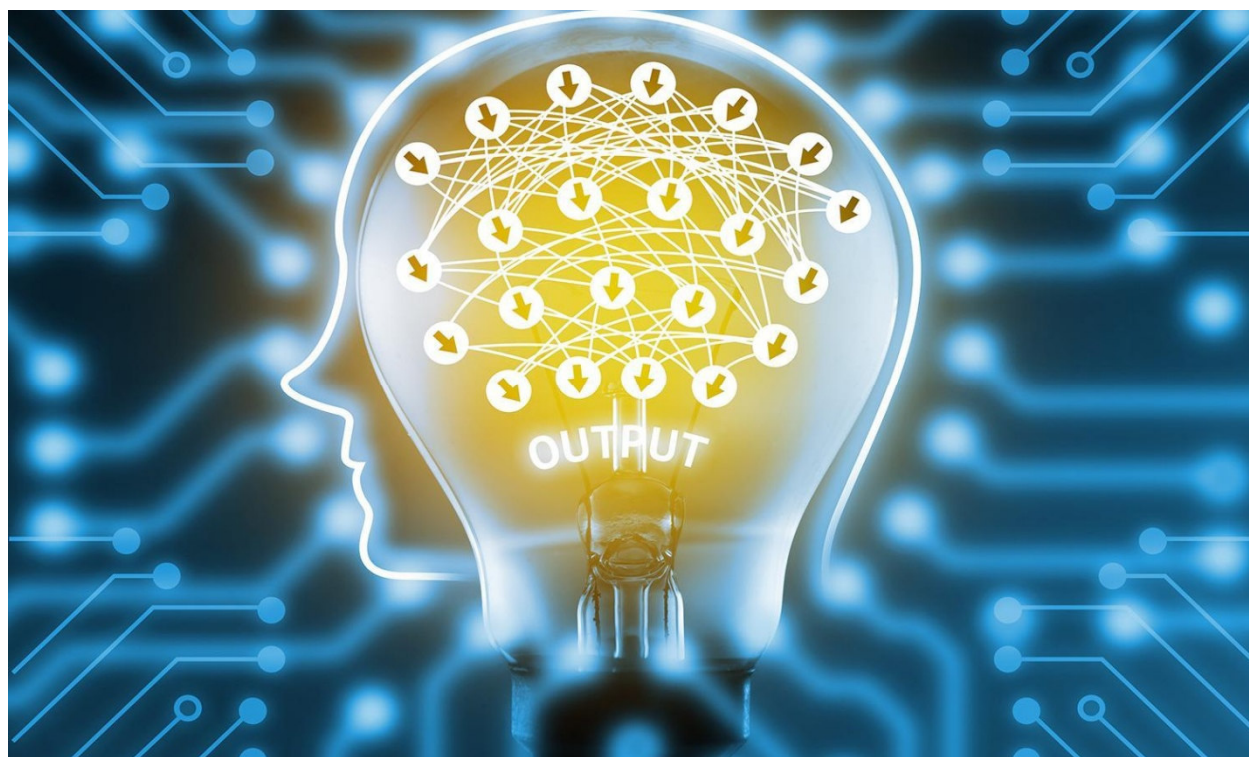




One Week
Faculty Development Programme (FDP)
On
Marketing Research
August 21st-26th 2017



Organised by
Internal Quality Assurance Cell (IQAC)
Shyam Lal College (Eve.)
University of Delhi
G.T.Road, Shahdara, Delhi-110032 (India)

About the FDP :

As we all know that 'Marketing means staying relevant in the market place' .To stay relevant and solve marketing problems ,the only solution is marketing research. Usually the FDP s are focused on application of statistical tools and software in general, which does not provide the meaningful help to the academicians and researchers working in the field of marketing. Present FDP on Marketing Research is an attempt to provide a specialized solution to requirements and problems of a researcher operating in the field of marketing

The main objective of the FDP is to provide hands on experience to the participants in analysing and interpreting data using statistical software along with the theoretical background on marketing research. It intends to discuss both the qualitative and quantitative tools of marketing research.

The S.T.P. of the FDP:

Segmentation:

This FDP intends to provide a deep insight into the marketing problems, recent trends in marketing and various tools and techniques used in marketing research to the academicians and researchers. For this purpose, segmentation is done on the basis of their exposure to the tools & techniques of Marketing Research. It classifies the researchers into three categories viz; Budding Researchers (Research Scholars), Consistent Learners (Willing to augment their research quality) and Innovators (who wish to continuously apply advanced tools into their research).

Targeting:

Present FDP targets at first two segments viz; Budding Researchers and Consistent Learners.

Positioning:

Keeping in mind, the requirements of our Target Segment, present FDP positions itself with followings to achieve its objectives :

- ❖ Research Methodology: Process, Design, Scaling, Sampling and Test of hypothesis.
- ❖ Multivariate Analysis: Multiple Regression, Discriminate Analysis, Exploratory Factor Analysis, Confirmatory Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis, Attitude Measurement.
- ❖ Structural Equation Modeling (SEM)
- ❖ Analytic Hierarchy Process (AHP)
- ❖ Discussion on Research Issues related to branding, consumer behaviour, advertisement, social marketing, rural marketing and Retailing.

Resource Person :

Distinguished resource persons from top academic Institutions like Delhi School of Economics, University of Delhi, FMS, and DMS-IIT Delhi are likely to address the participants.

Registration Process:

- ❖ There are only 30 seats for participating in the FDP. Interested participants are required to send their confirmation through e-mail to **Dr Aditya P.Tripathi**, Coordinator-FDP on Marketing Research on and before 19th August, 2017 @ drapatripathidu@gmail.com.. Applicants will receive the confirmation of their participation by e –mail. There is a very Nominal registration fee of INR 1500 only which can be deposited at the Registration Desk on 21st August, 2017.

Programme Schedule

Day 1: Monday, 21st August 2017

1.00 PM –2.30 PM	Inauguration & Address by the Chief Guest and Other Eminent Speakers
2.30 PM –3.30 PM	Issues & Trends in Marketing Research
3.30 PM- 3.45 PM	Tea Break
3.45 PM –5.30 PM	How to Identify Areas of Research in Marketing
5.30 PM –7.30 PM	Formulation of Research Problem by Participants & Discussions

Day 2: Tuesday 22nd August 2017

1.00 PM –2.00 PM	Identification of Research Problem & Cases
2.00 PM – 3.30 PM	Types of Data and Which Statistical Tool to Apply
3.30 PM- 3.45 PM	Tea Break
3.45 PM- 5.30 PM	Data Entry into SPSS
5.30 PM –7.30 PM	Hands on Practice by Participants & Discussions

Day 3: Wednesday 23rd August, 2017

1.00 PM –2.00 PM	Identification of Research Problem & Cases
2.00 PM – 3.30 PM	Data Cleaning
3.30 PM- 3.45 PM	Tea Break

3.45 PM- 5.30 PM Assumptions
5.30 PM -7.30 PM Hands on Practice by Participants & Discussions

Day 4: Thursday 24th August, 2017

1.00 PM -2.00 PM Identification of Research Problem & Cases
2.00 PM – 3.30 PM One Sample T-Test, Independent T-test, Paired Sample T-Test
3.30 PM- 3.45 PM **Tea Break**
3.45 PM- 5.30 PM Correlation and Simple Linear Regression
5.30 PM -7.30 PM Hands on Practice by Participants & Discussions

Day 5: Friday 25th August, 2017

1.00 PM -2.00 PM Identification of Research Problem & Cases
2.00 PM – 3.30 PM Understanding Advertising Research
3.30 PM- 3.45 PM **Tea Break**
3.45 PM- 5.30 PM Tools & Techniques of Advertising Research
5.30 PM -7.30 PM Hands on Practice by Participants & Discussions

Day 6: Saturday 26th August, 2017

1.00 PM -3.30 PM Advanced tools in Marketing Research
3.30 PM- 3.45 PM **Tea Break**
3.45 PM- 5.00 PM Advanced tools in Marketing Research
5.00 PM Valedictory Session

Total Quality Team @ SLCE

Dr. Pravin Kumar
Principal
Shyam Lal College (Evening)

Dr. S.P.Sharma
Co-coordinator-IQAC

Aditya P.Tripathi, Ph.D.
Coordinator-IQAC (9871144280)

Dr. Pramod Kumar
Co-Coordinator-IQAC (9313998678)