

Our other  
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Building Business Intelligence from Social Media	April 24, 2017
2.	Strategic Sourcing	May 1-2, 2017
3.	Online Payment Systems and Data Security	May 5, 2017
4.	Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)	May 18-19, 2017
5.	How to Summarize and Present your Business Data	May 29, 2017
6.	Effective Purchasing Skills	June 5-6, 2017
7.	A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	June 29-30, 2017
8.	Enhancing Managerial Effectiveness	July 3-5, 2017
9.	Finance for Non-Finance Executives	July 10-12, 2017
10.	Quality Analytics	July 17-18, 2017
11.	Applied Marketing Research Techniques	July 20-21, 2017
12.	Developing an Intrapreneurial Mindset for Effective Leadership	July 24-25, 2017
13.	Advanced Excel Training	July 27-28, 2017
14.	Problem Solving and Decision Making	August 3-4, 2017
15.	Effective Communication for Women in the Workplace	August 9-10, 2017
16.	Advanced Microsoft Excel for HR Managers	August 22-23, 2017
17.	Product Management	August 28-29, 2017
18.	Decision Making Techniques for Managers	August 30-31, 2017
19.	Project Management	September 5-6, 2017
20.	Spreadsheet Modeling for Financial Analysis	September 7-8, 2017
21.	HR Analytics and Social Media	September 11-12, 2017
22.	Effective Negotiation Skills	September 13-15, 2017
23.	Digital Marketing: Winning Concepts and Practices	September 18-19, 2017
24.	Effective Communication and Presentation Skills	September 21-22, 2017
25.	Coaching & Mentoring for Personal and Professional Success	October 9-10, 2017
26.	Written Business Communication	October 26-27, 2017
27.	Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region	November 9-10, 2017
28.	Advanced Microsoft Excel for Managers	November 15-16, 2017
29.	Restructuring and Business Valuations	November 20-21, 2017
30.	Making the Supply Chain Responsive	November 23-24, 2017
31.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
32.	Superannuation Planning	December 4-5, 2017
33.	Customer Management in a Digital Marketing Space	December 7-8, 2017
34.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
35.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
36.	Creating Winning Sales Teams	December 18-19, 2017
37.	Foreign Exchange Risk Management	December 21-22, 2017
38.	Managerial Leadership and Team Building	January 11-12, 2018
39.	Social Media Marketing and Social Listening	January 15-16, 2018
40.	Crisis Communication	January 18-19, 2018
41.	Data Analytics: Introduction to R Software	January 24, 2018
42.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
43.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
44.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
45.	Financial Reporting as per Converged Indian Accounting Standard	March 8, 2018

**ABOUT THE INSTITUTE**

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by **CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has rated FORE with A\*\*\* (the highest rating level) for the Delhi-NCR and A\*\* for the National level for both the two-year PGDM and PGDM (IBM) Programs.** Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

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**FORE School of Management**

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Management Development Programme  
on  
**Applied Marketing  
Research Techniques**

**July 20-21, 2017**

**FORE Campus, New Delhi**

Programme Directors:

**Prof. Asif Zameer &**

**Prof. Sunny Arora**



Imparting Knowledge for Exploring New Horizons



## INTRODUCTION

Economic reforms and globalization of the Indian economy have brought distinct changes in Indian markets. Markets have become competitive and diverse. As consumers have more choices, they also have become choosier. Consequently marketing decisions have become more complex.

On the other hand, more information is now available on Indian markets, product offerings, and consumer preferences and choices so that marketing decisions could be taken in the light of current market reality and future trends.

## OBJECTIVES

- Statistical tools for data analysis like regression analysis, factor analysis, discriminant analysis, conjoint analysis, multidimensional scaling, data mining approaches are becoming increasingly relevant for understanding customers, segmenting them, and devising strategies to attract and retain them.
- The programme has been designed to help participants acquire skills in using statistical tools in some of the key marketing decisions.

## CONTENTS

The MDP will focus on variety of frameworks and tools for effective strategic insights, some tools which will constitute the central theme during the programme will be;

- Marketing Decisions: Choice of Markets, Market Segmentation, Product Positioning, Product/Offer Design, and Test Marketing
- Tools for Analyses: ANOVA, Correlation, Multiple Regression, Discriminant Analysis and Logistic Regression, Factor Analysis, Models for Pre-test marketing
- Qualitative data analysis techniques ZMET, Content Analysis, Ethnography, Netnography, Grounded Theory, Projective Techniques.

## METHODOLOGY

The programme methodology would be using case studies which will be solved using software like SPSS. Also, in class discussion and hands on practice sessions will provide an opportunity for participants to apply newly learned tools and techniques which would help in gaining knowledge and confidence.

## WHO SHOULD ATTEND

Employees of Research and Consultancy firms, persons in MIS departments of all types of organizations, marketing faculty interested in Research etc.

## DURATION & VENUE

**Dates:** July 20-21, 2017

**Venue:** FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

## FEE

**Non-residential:** Rs. 16,000 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 26,500 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of July 19, 2017 till noon of July 22, 2017.**

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before July 14, 2017.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

**Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html)**

## REGISTRATION

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html). In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

## FACULTY

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers

## PROGRAMME DIRECTORS

**Prof. Asif Zameer, Professor** of Marketing at FORE School of Management, is Bachelor of Engineering (Delhi College of Engineering), MBA (Jamia Millia Islamia) and Ph.D. (Jamia Hamdard University). Presently he is the Chair (Executive Education), Area Chairperson (Marketing) at FORE. He has more than 16 years of rich industry exposure and over 12 years of teaching experience. He started his career as an Engineer at BHEL, and later on worked in responsible positions in Marketing and Business Development functions for diverse organizations like Gillette, Duracell, Heatly & Gresham, Geep Torches and Amkette Computer Peripherals. He has taught Advanced Marketing Research, Sales and Distribution, Retailing, Marketing Management, B2B Marketing, Mall Management, Supply Chain & Logistics at leading Business Schools in NCR. His research interests include Retailing, Mall-management, Consumer Behavior, Sales & Distribution and Supply Chain Management and he has published a number of articles in leading international and national journals. He has conducted several seminars, MDPs and FDPs in the areas of Sales & Distribution, Marketing Research, Retailing and Supply Chain/Logistics. He can be reached at: <asif@fsm.ac.in>.

**Prof. Sunny Arora** has completed his Ph.D. from IIT Bombay. He has an experience of more than 10 years that straddles across corporate and academics. He has been associated with organizations like Mahindra Comviva, International School of Business & Media and Kotak Mahindra Bank. He also conducts Management Development Programs with corporate regularly. He has conducted corporate trainings for Zycus Infotech, Tata Motors and AstraZeneca Pharma India. He has to his credit articles published in top International journals such as Journal of Brand Management. He has presented his research at various conferences, such as at Hong Kong Polytechnic University, Hong Kong, IIM Ahmedabad, IIM Lucknow amongst others. His teaching interests include Brand Strategy, Consumer Psychology and Marketing Research. He can be reached at:<sunny.arora@fsm.ac.in>.

**FORE School of Management**  
Management Development Programme

## Applied Marketing Research Techniques

**July 20-21, 2017**  
**Registration Form**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html) for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature

(Please return the completed form by post, or fax (011 2652 0509)  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

**Executive Education Office**  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

*Note: As needed please feel free to make duplicate copies of this form for additional registration.*