

**FORE School of Management, New Delhi**

announces an  
**OPEN MANAGEMENT DEVELOPMENT PROGRAMME**  
**ON**

**"Research Techniques for Effective Marketing Decisions"**

DATES:

**16-17 August, 2010**

(Monday-Tuesday)

PROGRAMME DIRECTOR:

**Dr. S. K. Pandey**

VENUE:

**FORE School of Management**

**B-18, Qutab Institutional Area,**

**New Delhi-110016.**

## BACKDROP

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, and multidimensional scaling could be effectively used in certain key marketing decisions. 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

- Marketing Decisions: Choice of Markets, Market Segmentation, Product Positioning, Product/Offer Design, and Test Marketing.
- Tools for Analyses: Forecasting Models, Multiple Regression, Discriminant Analysis and Logistic Regression, Factor Analysis, Cluster Analysis, Multi-dimensional Scaling, Conjoint Analysis, Models for Pre-test marketing, Classification.

## METHODOLOGY

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

## FACULTY

**Dr. S.K.Pandey:** Assistant Professor in Marketing; he has proven competency in analytical softwares like Microsoft Excel Analysis Tool Pack, Minitab and SPSS. He is an MBA and PhD, from the Institute of Business Management, C.S.J.M. University; Kanpur. He has also qualified UGC-NET and has nine years of teaching experience at the Post Graduate level. During his tenure, he has taught in prestigious institutions like CSA University of Agriculture and Technology and Bharati Vidyapeeth's University Institute of Management and Research and Delhi Institute of Advanced Studies. He has more than fifteen publications in national journals and conference proceedings. He is an approved reader of GGSIP University and also won the best participant award at a two weeks AICTE Sponsored Faculty Development Programme titled, "Research Methodology and Technical Writing" at JIMS, Kalkaji in 2007. He has also presented a paper in Marketing Management Association Conference 2010 in Chicago, USA and won the outstanding paper award.

## WHO MAY ATTEND

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

## **ADMINISTRATIVE DETAILS**

### **DATES:**

August 16-17, 2010

### **VENUE:**

FORE School of Management  
B-18, Qutab Institutional Area  
New Delhi 110016.

### **FEE:**

**Non-residential** - Rs. 9,000 per participant (plus Service Tax @ 10.3%) covering professional fee, programme kit and lunch.

**Residential** - FORE School of Management shall provide assistance in arranging suitable accommodation on specific request on payment basis.

### **DISCOUNTS:**

- Early bird discount of Rs. 900 per participant for nominations received on or before **August 2, 2010**.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization (3 + 1).

### **PRIVILEGES:**

- Training portfolio comprising of comprehensive reading material.
- Certificate of participation
- Complimentary copy of group photograph
- Membership of FORE School of Management Alumni Association

Nomination (s) in the enclosed proforma accompanied by a local cheque/bank draft for the programme fee payable to "FORE School of Management, New Delhi" should be sent to The MDP Office, FORE School of Management, B-18, Qutab Institutional Area; New Delhi 110016. The last date for the receipt of the nomination(s) is **August 6, 2010**. In case of subsequent withdrawal or cancellation of nomination(s) no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

### **For any additional information, please contact:**

Mr. Dilip Gopalkrishnan/Ms. Laxmi Joshi  
FORE School of Management  
B-18, Qutab Institutional Area, New Delhi 110016.  
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Website: www.fsm.ac.in



# FORE SCHOOL OF MANAGEMENT, NEW DELHI

Management Development Programme

## NOMINATION FORM

NAME OF THE MDP	:	RESEARCH TECHNIQUES FOR EFFECTIVE MARKETING DECISIONS		
DURATION & DATE/S	:	2 days	&	16 – 17 August 2010
NAME OF THE PARTICIPANT	:			
DESIGNATION	:			
NAME OF THE ORGANIZATION (with full postal address)	:			
	:			
	:			PIN:
PHONE (O): _____	(R): _____	MOBILE: _____		
FAX: _____	E-MAIL: _____			

Your expectations from the MDP:

(SIGNATURE of the participant)

We enclose a Local Cheque/Demand Draft No.: \_\_\_\_\_ dated: \_\_\_\_\_ for Rs. \_\_\_\_\_ towards Non-residential fee drawn in favour of "FORE SCHOOL OF MANAGEMENT, NEW DELHI" payable at "NEW DELHI".

Date: \_\_\_\_\_

(SIGNATURE and SEAL of Sponsoring Authority)

\*For RESIDENTIAL option please contact MDP Office

Please return the completed form to	:	Mr. Dilip Gopalkrishnan/ Ms. Laxmi Joshi
By POST	:	MDP Office FORE School of Management B-18, Qutab Institutional Area, New Delhi-110016 Tel.: 011-26856301/011-41242424-498 (Extn.)
By FAX	:	011-26520509/011-26964229
By E-MAIL	:	mdp@fsm.ac.in

**NOTE: IN CASE YOU WISH TO NOMINATE MORE THAN ONE PARTICIPANT, PLEASE FEEL FREE TO MAKE COPIES OF THIS NOMINATION FORM.**