

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 29, 2019
2.	Performance Management-Current Trends and the Future	May 6, 2019
3.	Effective Purchasing Skills and Strategic Sourcing	May 23-24, 2019
4.	Understanding Sales and Distribution Analytics	June 10-11, 2019
5.	Advanced Excel Training	June 27-28, 2019
6.	Train the Trainer	July 8-9, 2019
7.	Data Analytics for Expanding Markets	July 18-19, 2019
8.	HR Analytics	July 22-23, 2019
9.	Developing an Intrapreneurial Mindset for Effective Leadership	July 29-30, 2019
10.	Effective Communication for Women in the Workplace	August 8-9, 2019
11.	Finance for Women Executives	August 26-27, 2019
12.	Decision Making Techniques for Managers	September 2-3, 2019
13.	Effective Communication and Presentation Skills	September 12-13, 2019
14.	Effective Negotiation Skills	September 18-20, 2019
15.	Project Management	October 21-22, 2019
16.	Retirement Planning for Middle Level and Senior Executives	November 4-5, 2019
17.	Building leadership potential of Women Professionals	November 7-8, 2019
18.	Aligning CSR with Sustainable Development Goals : Strategy Formulation, Implementation and Impact Assessment	November 18-19, 2019
19.	Financial Strategies for Value Creation	November 21-22, 2019
20.	Enhancing Assertiveness & Positive Attitude	December 12-13, 2019
21.	Managerial Leadership and Team Building	December 16-17, 2019
22.	ISO 27001:2013 Lead Implementer Course	January 9-10, 2020
23.	Enhancing your Personal Brand	January 16-17, 2020
24.	Deep Learning-Foundation and Advances	January 15-17, 2020
25.	Enterprise Risk Management for Creating Risk Intelligent Organization	January 30-31, 2020
26.	Managerial Leadership and Team Building	February 6-7, 2020
27.	Marketing Analytics	February 10-11, 2020

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- Two new AICTE approved programmes have been launched this year - 15 months fulltime Executive PGDM & Fellow Programme in Management (FPM)
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, 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 programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: exed@fsm.ac.in, Website: www.fsm.ac.in

Management Development Programme

on

Marketing Analytics

February 10-11, 2020

FORE Campus, New Delhi

Programme Directors:

Prof. Nirmalya Bandyopadhyay and Prof. Lalit Kumar Jiwani



Imparting Knowledge for Exploring New Horizons

DESIGNED BY: ALPS PRINTERS



**FORE School of Management
New Delhi**

Marketing Analytics

February 10-11, 2020
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 <http://www.fsm.ac.in/open-mdp-calendar-2019-2020> 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 email: exed@fsm.ac.in, to:

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

Note: Please feel free to make copies of this form for additional registrations.

Objectives

- Sensitizing the participants about the importance of marketing analytics for developing effective marketing strategy.
- Facilitating the participants to learn how to use computing language Python, one of the most widely used language for data analytics and the associated tools for analyzing and evaluating performance of marketing initiatives.
- Facilitating the participants to learn various data analytics techniques such as predictive modelling, cluster analysis, sentiment analysis etc. widely used in the industry to maximize the effectiveness of the marketing performance

Contents

1. Metrics for Marketing Management and the Role of Analytics
2. Preparing for Data Analysis: Introduction to Python and SPSS
3. Predictive analytics
4. Factor analysis for Data Reduction
5. Cluster Analysis for Market Segmentation
6. Conjoint Analysis / Sentiment Analysis
7. Market Basket Analysis
8. Industry trends in Marketing Analytics

Methodology

This program is intended to offer insight into using state of the art analytical methods for marketing management. The program will follow a highly practical and intuitive approach about marketing analytics framework and will be using Python and SPSS for achieving the desired objectives. Each of the concept will be intuitively explained and the students will be facilitated to do the analysis hands on. Key insights brought out from the analysis of the data will be discussed.

Target Organizations

This program is ideally suited for product and services companies. It is also useful for executives of marketing and market research companies.

Target Participants

This program is ideally suited for mid-level executives, practicing marketing managers, faculty members of different business schools and graduate students.

Duration & Venue

Dates: February 10-11, 2020

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

Fee

Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 28,000 per participant (plus GST @18%) 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 February 9, 2020 till noon of February 12, 2020.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before January 31, 2020.
- 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 <http://www.fsm.ac.in/open-mdp-calendar-2019-2020>

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 <http://www.fsm.ac.in/open-mdp-calendar-2019-2020>. 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. Nirmalya Bandyopadhyay

Prof. Nirmalya Bandyopadhyay is an experience academician and researcher with more than 18 years of experience in industry and academics. His teaching interest is Marketing (general), Marketing Research and Sales Management. He taught in premier business schools like IIM Rohtak, IIM Raipur and Goa Institute of Management to name a few. In 2012 he was awarded a scholarship by HEC Paris to pursue International Teacher's Program in France. He presented his research in reputed national and international conferences like AMA Summer Educators (Boston, USA), Harvard Business School (Boston, USA), ANZAM (Melbourne, Australia) to name a few. He can be reached at <nirmalya@fsm.ac.in>.

Prof. Lalit Kumar Jiwani

Prof Lalit Kumar Jiwani (PhD, IIT Delhi) is an Experienced academician and researcher with interest in Analytics and Decision Science. He has 14+ years of experience both in industry and academics. His primary interest is in the creation and application of Information Technology for Business and Management. His teaching and research interests are in the area of Machine Learning, Deep Learning, Statistics and Random Processes, Analytics and Information Technology for Business. He conducted research and published in various national and international journals namely IEEE, EURASIP to name a few. He can be reached at <lalit.jiwani@fsm.ac.in>.