

Marketing and Research

OBJECTIVE:

Be it a small button or a car, marketing is involved everywhere. The objective of the program is to provide a better insight in the fields of marketing as well as knowing the niche market which involves a proper research work.

PRE-REQUISITE(s):

Basics of marketing and research work.

OVERVIEW:

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications."

Why take this course?

- It is important to learn the art of marketing, and this course truly serves the purpose.
- It gives you clarity on the important things and helps you to understand the concept of doing things 'now' or 'later'.
- It helps you to identify the major brands and their pitches.

What you will learn in this course:

- A great deal of time saving ideas and also managing your time according to your tasks.
- How to pitch companies and how to crack them.
- Difference between cold calls and hot calls

Who this course is for:

- Students aiming at a career in marketing.
- Students who wish to learn an extra trait to help them survive in the competitive world.

Course Outline:

S. No.	Chapter	No. of hours
Chapter 1	Overview and Discussion	3
Chapter 2	Discussion of tasks	4
Chapter 3	Understanding marketing techniques	5
Chapter 4	Prioritizing calls and filtering with companies and needs	5
Chapter 5	Case Studies	3
Chapter 6	Fundamentals of Research	3
Chapter 7	Aligning research with marketing strategies	3
Chapter 8	Concluding with live sessions	4