

**Graphic Era (Deemed to be University) Dehradun**  
**Department of Management Studies**  
**Executive Development Program**  
**(Post Graduate Diploma in Marketing Research)**



**COURSE OVERVIEW**

- Duration: 12 Months
- Category: Financial Management.
- Course Fee: 1.25 lacs

**HIGHLIGHTS:**

- ✓ Contextually designed for working professionals aspiring for becoming market research analysts.
- ✓ Learn and enrich yourself with experienced faculty experts from industry and academia in the area of Marketing
- ✓ Designed for delivery after working hours / weekends for an explicit suitability of working professionals.
- ✓ 1 Week Campus Immersion Module including a Boot Camp.
- ✓ Hands-on Experiential Learning with real business use cases / case studies and a capstone group project.
- ✓ Unique Peer-learning with a limited batch size on only up to 30.
- ✓ Networking opportunities for mutually beneficial synergy.
- ✓ Certificate and Executive Alumni Status from one of India's top B-Schools (NBA & NAAC Accredited, Ranked among the top in NIRF 2022, QS IGAUGE, ARIIA, Times Higher Education).

**COURSE OUTLINE:** This program covers the following topics module-wise:

- *Module 1:* Meaning, scope and importance of marketing research; own vs. agency marketing research; marketing information system; meaning, need, and components, marketing information system and marketing research; marketing research process-an overview; problem definition, formulation, and preparation of research proposal.

- **Module 2:** Research Design and Data Collection Research Design: Meaning and scope of research design; types of research designs, exploratory, descriptive, and conclusive Secondary Data: Sources and uses of secondary data, collection of secondary data. Primary Data Collection: Primary data collection methods; mail survey, telephone survey and interviews and their evaluation; observations; experimental methods, questionnaire administering, organizing fieldwork for collecting data.
- **Module 3:** Questionnaire design: -Steps in Q.D. with examples for each step. Rating Scales, Juster, Likert, Semantic Differential, Thurston, Attitude Scales, Scales for illiterate respondents

**Measurement Techniques:** Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale; Scale Types: Comparative Scaling, Non-comparative Scaling; Attitude Measurement, Self- Reporting Methods, Methods for Rating Attributes, Data Analysis, Customer Research, Advertising Research, Product Research, Distribution Research, Sales Research, Marketing Environment Research, Internet Marketing Research, and International Marketing Research

- **Module 4:** Research trends, Behavioural Science Based Approach, Economic and Competitive Pressures, Consumer Insight Groups, Quantifying Emotions, Impact of Social Media, Do-it-Yourself (DIY) Research; Research ethics, typical research errors, Research, and culture.

#### LEARNING OUTCOMES:

- Understanding terms and terminologies used in market research.
- Practical applications of market research across various categories and sectors.
- Get a detailed & practical understanding of different aspects of market research projects.
- Learn practical aspects of marketing research like writing proposals, questionnaires, analysis plans, and field briefing notes.
- Understand emerging trends in the industry- Future of Marketing Research.
- Gain learning experience from industry experts.
- Introduction to tools and techniques commonly used in Marketing Research.

#### PEDAGOGY:

The teaching approach will be highly interactive and deploy diverse pedagogical tools and techniques including lectures, case studies, live corporate examples, and general discussions. The analysis parts will be covered with the help of software such as SPSS, SmartPLS, AMOS etc. Real problems will be given to participants of the program and solutions shall be asked with the help of research work based on the learnings.

**ELIGIBILITY:**

- Bachelor's degree (10+2+3 or 10+2+4) or equivalent; or 2-year master's degree or its equivalent from institutions or universities recognised by UGC/AICTE/AIU/DEB
- Candidates should have 50% or higher in graduation to be eligible. Marks for all (3 or 4) years to be included for calculating graduation percentage
- Those candidates who have less than 50% marks in graduation but have more than 50% marks in post-graduation (from a recognised university) are also eligible for the programme
- Candidates should be working at the time of filling the application form
- Candidates should have a minimum of three (3) years of full-time paid experience at the time of application. This should be after the graduation degree/qualifying degree is complete
- Participants will be selected based on their overall profile.
- Select applicants may be interviewed by Program Directors, if required.
- Internships and Training Experiences will not be considered in full time work-experience

**SELECTION PROCESS:**

Screening and Selection will be done by Graphic Era (Deemed to be University), Dehradun

**MODE OF TEACHING:**

Online mode. Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone. Participants will be provided reading materials, etc., for each course. They may also interact with the concerned faculty through e-mails/chat mode.

**ASSESSMENT:**

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There will be periodic evaluations built in throughout the duration of the course. These may be in the form of a quiz, experiential assignment, project, case studies or other objective/subjective assessments. The evaluations are designed ensure continuous participant engagement with the course and encourage learning. The main objective of the assignment and projects will be to help participants apply their conceptual learning from the program to actual organizational decision-making scenarios. Passing qualification for the program will be based on (a) attendance requirement (b) mandatory number of experiential assignment submissions and (c) project submission.

Participants who successfully complete the same will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate.

**CONDUCTING DEPARTMENT:**

Department of Management Studies

Certificate will be provided after completion of the program