



MARKETING DATABASE And Market Research

Course Introduction:

Provides individuals with skills in basic marketing as well as database construction and modification. Individuals with this training may consider a variety of career options, such as working as a database marketing analyst, SAS programmer or marketing statistical modeler.

Course Objectives:

The specific objectives of this unique experience are to help you:

- Use conjoint analysis to measure consumer preferences
- Analyse consumer data to arrive at a numerical measure of the customer's preference for each attribute and level of attribute
- Interpret the meaning and relevance of customer preference data
- Articulate a strategic rationale for customer segmentation and how segmentation fits into the process of developing marketing strategy
- Articulate potential uses of factor analysis
- Describe customer relationship management
- Interpret a scoring model to make strategic decisions about potential customers and target segments
- Examine data related to customer value
- Identify specific business uses of market response models and how you can develop such models for your business
- Estimate nonlinear market response models

Who Should Attend?

Junior managers, supervisors, line managers, team leaders, administrators – anyone who needs to build a network of strong and positive relationships.

Course Outline:

Module 1:

- Business Culture and Craft
- Marketing
- Marketing Analysis and Planning
- Fundamentals of Marketing Research
- Computer Applications for Marketing Analytics
- Statistics for Marketing Research

Module 2:

- Employment and Career Preparedness
- Case Analysis and Marketing Metrics
- Database Mining and Analytics
- Advanced Computer Applications for Marketing Analytics
- Fundamentals of Interactive Marketing
- Research and Analytics – Capstone
- Fundamentals of Project Management

Module 3:

- Advanced Marketing Research
Advanced Qualitative Methods Analytics for Business Intelligence
- Consumer Behavior
Customer Relationship Management

Module 4:

- Data Analysis and Decision Making
- Data Mining
- Demand Management for Value Chains
- Design of Experiments Interpretation of Data I
- Marketing Insights

Module 5:

- Marketing Models
- Marketing Research
- Marketing Strategy
- Pharmaceutical Marketing Research
- Web Analytics

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session