

Post Conference Workshop on
Topic: Teaching Marketing Research, Date: 8th & 9th January 2017

SPEAKERS



Prof. Naresh Malhotra
Georgia Institute of
Technology

Prof James Agarwal
University of Calgary

**Prof Satya Bhushan
Dash**
IIM Lucknow

Mr Mohan Krishnan
TPCKI

Ms Shreyanka Basu
Consulting Strategist &
Management Educator.

Time	Speakers	Topic & Content
8.1.2017 Day -1		
9.30 AM – 11.00 AM	Prof Naresh K Malhotra	Introduction to marketing research: This session will discuss the growing importance of marketing research, give a definition and present a Classification of marketing research. Several real-life examples will be given for illustration. Defining the problem: The importance of this first and most crucial step of the marketing research process will be highlighted. The challenges in defining the problem will be discussed. The common errors in defining the problem and how to avoid them will be highlighted. Several real-life examples will be given for illustration.
11.30 AM -1PM	Prof James Aggarwal	Research Design -This session will discuss various type of research design and explain the differences between them. Major sources of error in research design through live case studies and illustration.
LUNCH 1 PM – 2 PM		
2.00 PM – 3.30 PM	Prof Naresh K Malhotra	Scaling & Measurement -Some outrageous, counter-intuitive, statements will be made regarding numbers and each of them will be proved. The basic scale characteristics, primary type of scales, and scaling techniques commonly used in marketing research will be will be covered. Several real life examples will be given for illustration.
4.00 PM -5.30 PM	Prof Naresh K Malhotra	Teaching SPSS The challenge of teaching SPSS will be discussed. Teach aids such as SPSS Demo Movies, SPSS Screen Captures, and Practice data sets and solutions will be highlighted. This session will discuss selected number of statistical tools in major streams of research in quantitative marketing research e.g., Cluster Analysis, Discriminant and logit analysis. Several real-life examples will be given for illustration.
9.1.2017 Day -2		
9.30 AM – 11.00 AM	Prof Satya Bhushan Dash	Teaching Advanced Quantitative Techniques I : This session will discuss selected number of statistical tools in major streams of research in quantitative marketing research e.g., Factor Analysis, Conjoint Analysis, Perceptual mapping & Structural Equation Modelling etc. Through realistic live case study and data analysis this session will provide innovative teaching methodology to teach advanced quantitative techniques.
11.30 AM -1PM	Ms Shreyanka Basu	Teaching Qualitative Marketing Research The session will focus on 1. How to bring a FEEL of the real consumer and context into the classroom. 2. How to DEMONSTRATE moderation techniques via in - class FGDs with focus on group dynamics, language, conflict, articulation issues etc. 3. How to RAPID SENSITIZE a group that QUALITATIVE DATA looks, feels and behaves differently from quantitative data.

LUNCH 1 PM – 2 PM

2.00 PM – 3.30 PM	Prof Satya Bhushan Dash	Teaching Advanced Quantitative Techniques II : This session will discuss selected number of statistical tools in major streams of research in quantitative marketing research e.g., Factor Analysis, Conjoint Analysis, Perceptual mapping & Structural Equation Modelling etc. Through realistic live case study and data analysis this session will provide innovative teaching methodology to teach advanced quantitative techniques.
4.00 PM -5.30 PM	Mr Mohan Krishnan	Case Studies: Indian Context: Based on experience of imparting practical knowledge to a steady stream of market researcher in commercial agencies where the turnover is quite high, a variety of methods will be shared currently in vogue to enable to skill gain experience. These include liberal use of short & long cases at various stages of Marketing Research