



### Workshop (Marketing Research)

<b>TITLE</b>	Workshop (Marketing Research)
<b>Date</b>	Jan 25, 2020 - Jan 25, 2020
<b>Summary</b>	<p>Marketing Club VIPANAN organized One day Workshop on Marketing Research for the students of MBA and BBA. Dr. Sunil Kumar, Assistant professor RDIAS was the resource person. Around 30 participants attended the workshop. This aim of workshop was to strengthen the quality of marketing research and data analysis capacity of the students which indeed will be helpful in projects and future prospects. Adding to it, resource person explained the following types of derivatives :</p> <ol style="list-style-type: none"> <li>1. Formulation of research topic and objectives.</li> <li>2. Understanding and framing of Rationale of study</li> <li>3. Reading of research papers and framing of Literature review.</li> <li>4. Formulation of research hypothesis and testing of hypothesis</li> <li>5. Conducting literature review, data collection methods</li> <li>6. Selection and application of appropriate parametric or non-parametric statistical method for analysing data.</li> </ol> <p>The participants asked several doubts related to marketing research application of tools as per their research projects. Dr. Sunil addressed all doubts with real examples and cases. After attending this session, the participants were able to understand the basic principles of the statistical tests in marketing research, effectively conduct market research, read and evaluate journal articles, further develop critical thinking and analytic skills of research. Certificate of participation was provided to all participants. Overall the workshop was a learning and knowledgeable experience for the students of BBA and MBA.</p>