



## Market Research 102 Advanced Market Research

3 Day Training

### EMPULSE TRAINING



#### Do you want to learn to conduct practical Market Research?

eMpulse India Ltd. is a market research company that delivers high quality training and custom market research services.

eMpulse training that can be conducted onsite at client location or you can attend one of our scheduled classes that is open to public.

If you are interested in building your own Market Research capabilities, eMpulse is your training partner.

### INSTRUCTOR



Vijaykumar Palanna - Managing Director, eMpulse India, 20 years experience in Indian Market Research Industry

Vijay has been involved in Market Research since the beginning of the MR industry in India during the early 1990s. Vijay has a very strong theoretical background on the topic of Market Research and also the practical experience to bring actionable results to research studies. He is considered one of the leading thinkers in the field of Market Research within India

### TARGET AUDIENCE



#### Who should attend the Market Research 102 training;

MR 102 is an advanced program that will help you if you are already a seasoned MR professional. designed to help professionals get started to conduct simple market research studies from start to finish. Recommended for Market Research Professionals, Advanced Marketing Professionals and Market Statisticians.

### TOPICS COVERED



This training will help you use some of the more advanced topics in market research. It will allow you to use these more complex topics in a practical environment to provide actionable recommendations;

Marketing Strategy and Market Research | Research Design Alternatives | Advanced tools and techniques | Advanced Questionnaire Design | Focus Group Facilitation | Practical Quality assurance | Data Analytics | Actionable Reporting |

#### INDIA OFFICES

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