



E-Learning Course Title: Market Research, Segmentation, Selection and Product Positioning

Registration Fee (including GST):- Rs 1475/-

Kindly Register before 31 January, 2021

Commencement Date/Week: 1st Week of February 2021 (User Login details to access the course will be communicated to the registered user in the 1st week of February, 2021)

About eLearning Program: -

The E-Learning Program, “Market Research, Segmentation, Selection & Positioning”, has been formalized in a manner, by which aspiring learners, can get acquainted with the meaningful ways how Market research is conducted, what are the steps and why research is important, for Business planning. It provides an outline of the factors that are investigated through market research and the factors that drive market effectiveness. It gives ideas about some of the Research tools used for conducting Market research.

The Program covers an overview of Market segmentation, what are its benefits and limitations, the factors effecting segmentation strategy, how to define markets and various segmentation bases and approaches. It also covers how markets are selected, its criteria and how products are positioned, what are the various components and steps of product positioning.

eLearning Course Coverage:-

Module 1 of the Program: Market Research

- Market Research introduction
- Why Market research is important
- Market research-information sources
- Steps for undertaking Market research and Research report
- Factors investigated through Market research
- Different types of Market trends
- SWOT analysis and PESTEL analysis
- Brand Health tracker
- Market effectiveness