

# Certified Market Research Professional Program



**Research and Consulting School (RCS)**  
(Unit of Chennai Consulting Group)

## BACKGROUND

We are happy to present a short term certified Market Research Professional Program, which is aimed at transforming participants into industry-ready talent to suit the growing needs of the Market Research (MR) industry.

The contents of the program are quite contemporary in nature and we are quite sure that it will enable participants to carve out a successful career in India's booming market research industry, which sees a strong presence from all the world's biggest players.

## OBJECTIVES OF PROGRAM

To support the growing MR and MR KPO industries with ready-to-go professionals who will be familiar with

- Research principles
- Client servicing principles
- Research project management
- Research data management and interpretation

## ELIGIBILITY

The program is open to graduates or post graduates from any discipline, who are interested to get into the field of market research

## ADMISSION PROCEDURE

The selection of participants to this MR program is based on the application and personal interviews. More details on program fee, placement assistance, etc. can be obtained by contacting the RCS office.

## KEY FEATURES OF THE PROGRAM

- Class room inputs by faculty having practical market research experience
- Facility to seek clarifications / information through e-mail
- Live project experience
- Use of SPSS /MS Excel Statistical Software tools for data analysis

## DURATION & METHODOLOGY

The course would be completed in 30 hours spread across 10 sessions (weekdays or weekends). The method of teaching would involve traditional classrooms including lab exercises using live projects and case study discussions. Each session is 180 minutes (approx)

## WHO SHOULD ATTEND THE PROGRAM?

- Entrepreneurs, Working executives and Professionals who are interested in MR field
- Professional in MR/ MR KPO companies
- Graduates and Postgraduates students from any discipline.

## COURSE CONTENT (BROAD AREAS)

### Core areas-(in-depth treatment)

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| <ul style="list-style-type: none"><li>• MR overview and problem identification</li><li>• Sampling principles &amp; Sample size determination</li><li>• Simple data analysis and statistical tests (multivariate /conjoint)</li><li>• Discussion guidepreparation</li><li>• Analysis of qualitative research data</li></ul> | <ul style="list-style-type: none"><li>• Choice of research approach</li><li>• Questionnaire design</li><li>• Qualitative research</li><li>• Advanced statisticalanalysis</li><li>• Use of technology in MR</li><li>• Moderation techniques</li><li>• Interpretation andreporting</li></ul> |
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### Application areas- Industry focus

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| <ul style="list-style-type: none"><li>• Brand healthassessment</li><li>• Media research</li><li>• Segmentation studies</li><li>• Product testing</li><li>• Desk research – Indian and international</li><li>• Readership studies</li><li>• Retail audit</li></ul> | <ul style="list-style-type: none"><li>• Advertising research</li><li>• Market definitionstudies</li><li>• Customer satisfactionresearch</li><li>• Retail and distribution research</li><li>• Consumer panels</li><li>• Audience measurementpanels</li></ul> |
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### Business Skills-Workshop approach

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| <ul style="list-style-type: none"><li>• Client servicing</li><li>• Presentation skills</li></ul> | <ul style="list-style-type: none"><li>• Projectmanagement</li><li>• Written communication Skills</li></ul> |
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## CAREER OPPORTUNITIES

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| <ul style="list-style-type: none"><li>• MR companies</li><li>• KPO MR Companies</li><li>• Account planning in Advertising agencies</li><li>• Entrepreneurs in the MR field</li></ul> | <ul style="list-style-type: none"><li>• MR on the client side</li><li>• IT Companies in MR domain</li><li>• Data analytics companies</li><li>• Consultingfirms</li></ul> |
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## FACULTY MEMBERS

All faculty members are qualified from premier institutions like IIT, IIM, BITS (Pilani), TISS, ICAI, ICWAI, ICSI, ICFAI and Law College and have many years of industry & academic experience. They hold or have held senior positions in the corporates and are associated with consulting, research and corporate training areas across the world

## OTHER CERTIFICATE PROGRAMS FROM RCS

RCS also offers

- Certificate program in Business Consulting
- Certificate program in Research methodology using Statistical software tools (MS excel/ SPSS)

## ABOUT RESEARCH AND CONSULTING SCHOOL

The Research and Consulting School is a unit of Chennai Consulting Group was started in 2014 with the aim of playing a key role in enhancing knowledge through sharing of real life projects, thereby adding value and genuinely equipping the participants to answer the current demands of the market place.

## ABOUT CHENNAI CONSULTING GROUP

Chennai Consulting Group (CCG) is a boutique consulting firm started in 2010, offering Business consulting, market research and training services to clients. CCG was established to provide world-class business solutions that are valued by our customers, acknowledged by competitors for our functional and technical expertise and respected by our partners for the professional excellence and adherence to highest ethical standards.

Our unique bundle of Consulting Expertise reinforced by Research Excellence enables organizations find efficient and effective solutions to their operational and strategic challenges.

Please visit us at [www.chennaiconsultinggroup.com](http://www.chennaiconsultinggroup.com)

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