

133307/2021/TE AGRIDIR  
**A SELF-PACED**  
**E-Learning Course**

ON

**Market Research,**  
**Segmentation,**  
**Selection & Product**  
**Positioning**



Designed & Conducted

By  
**NATIONAL PRODUCTIVITY**  
**COUNCIL**  
 (Under Ministry of Commerce & Industry)  
 Govt. of India  
 Lodi Road, New Delhi - 110003

**INTRODUCTION**

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.

**WHO SHOULD ATTEND**

- Professionals, students and recent graduates in the fields of Marketing, Communication and Fine Arts
- Marketing Executives, Marketing Managers, Marketing Directors, Business Owners.
- Entrepreneurs
- Professionals in the field of Sales and Strategic Planning
- Project Managers
- Officials from Government Departments, Universities, Corporations, PSUs, Academic Institutions etc.

**MAIN LEARNING**

- To get acquainted with the overall concept of Market Research
- Information sources for Market research and steps
- Factors that affect market research
- Market trends
- Overview of Market segmentation
- Market segmentation approaches and Options
- Factors effecting Market segmentation
- Market definition
- Market Selection
- Product positioning approaches

**METHODOLOGY**

- The course has three Modules with three Assessments/Tests.
- After completing 1<sup>st</sup> Module: there is True/False test.
- After completing and 2<sup>nd</sup> Module and 3<sup>rd</sup> Module: there is MCQ test.
- Passing in all three tests is compulsory for successful completion of the Course and for getting e-Certificate.

**MODULE-1: MARKET RESEARCH**

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

**MODULE-2: MARKET SEGMENTATION- PART I**

- Market segmentation- background and overview
- Dimensions of Market segmentation
- Market segmentation-Options and approaches
- Factors affecting segmentation strategy
- Benefits and Limitations of segmentation
- Market segmentation S-T-P approach
- Segmentation Planning

**MODULE-3: MARKET SEGMENTATION- PART II**

- Segmentation Bases-overview
- Segmentation bases explanation and examples
- Segmentation Mincer (Koch)
- Selecting target markets
- Target Market selection criteria
- Product positioning-overview

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In a nutshell, the NPC e-Learning Course feature brings in a multitude of benefits in the e-learning sphere. It gives maximum ROI on the existing e-Learning investment; it helps in enhancing the end user's learning experience.

**PROGRAMME SCHEDULE**  
**ONLINE REGISTRATION**  
 Please click: <https://bit.ly/3aRe62O>  
 OR Scan QR code

**Registration Fees**  
**Rs 1475/- all inclusive**



**E-Certificate**  
**after successfully completion**  
**of the course**

Further enquiries regarding Course may be addressed to:  
**Shri Rajesh Sund**  
**Director (Economic Services)**  
 Course Coordinator  
 Ph.91-11-24607303/  
 8799784715/9868844272  
**Fax: 91-11-24615002;**  
 Email: [rajesh.sund@npcindia.gov](mailto:rajesh.sund@npcindia.gov)