

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

ON

FORECASTING IN MARKETING ANALYTICS

14TH - 15TH DECEMBER, 2023 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



OBJECTIVES OF THE PROGRAM

Marketing forecasting is a data-driven technique for anticipating future market trends and company revenue. The planning of marketing timelines, strategies, calendars, and budgets is simplified when based on a precise marketing forecast. Marketing teams then have access to a wealth of marketing data streams.

Developing an effective marketing plan does not happen overnight, nor is it a challenge that only the marketing department must deal with. Once the marketing strategy is implemented, the entire firm must deal with the implications. Forecasting is a key component of marketing strategy. The sales prediction, which anticipates how much the company will sell in a certain time period, is perhaps the most crucial forecast in this regard. The rest of the organization should be ready to satisfy the sales forecast's needs.

When it comes to forecasting, precision is critical. If one overestimates the amount of demand for a product, one may end up spending a lot of money on things like manufacturing and distribution, only to be unable to recoup it when actual sales begin to come in. When one overestimates demand, one risks financially overextending oneself and finding that revenue is insufficient to pay vendors, suppliers and other business creditors. One may have to lay off some employees at times.

Underestimating demand can also be detrimental for business. When a new product is introduced to the market, it must be marketed in order to build demand. If we are unable to produce the exact amount of product that the market requires, our market share may be taken away from us by our competitors. If our competitors' products are as good as or better than ours in terms of quality, we may never be able to reclaim our market share.



THE TARGET PARTICIPANTS

Executives and working professionals from marketing and allied functions of small, medium, and large businesses who are looking to sharpen their knowledge and skills in performing effective and efficient forecasting in marketing analytics.



LEARNING OUTCOMES

Participants will be able to understand suitable tools of forecasting and nurture acumen of marketing analytics.



PROGRAM CONTENTS

- Time-Series Analysis and Forecasting
- Qualitative Techniques
- Statistical Demand Analysis
- Test Marketing
- Leading Indicators
- Correlation Techniques
- Hands-on Practice with the help of latest software



PEDAGOGY/METHODOLOGY

An appropriate mix of interactive lectures, simple and advanced research approaches, checklists, hands-on-experience, real-world practical exposure and relevant case studies.



VENUE AND DURATIONS

The program will be held online through Zoom platform on **14&15 December 2023 from 11 AM to 1 PM and 2 PM to 4 PM** on both the days. All the participants will be awarded e-certificates with digital signature by MDI Murshidabad upon successful completion of the program.



REGISTRATION AND PROGRAM FEES

The program fees will be "Rs. 7,000/- +GST (18%)

Registration Link: <https://forms.gle/AxZJfBFnK7egyo389>

• No refund of Programme Fees but substitute allowed. The program fees can be paid through bank transfer as per the bank details given below:

Account Name: MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

Bank Name: Punjab Natinal Bank

Account Number: 1377205500000019

IFSC Code : PUNB0137720

(Please share the transaction details for verification purposes after making payment)



PROGRAM DIRECTOR

Dr. Abhijit Pandit

Assistant Professor-Marketing, MDI Murshidabad.

Dr. Abhijit Pandit is an Assistant Professor-Marketing at the Management Development Institute (MDI) Murshidabad. Dr. Abhijit Pandit had been awarded M.Sc., M.B.A.(Marketing), Ph.D. (Marketing), MIMA, IIMCW. He has more than 18 years of full-time teaching experience in reputable educational institutions along with 11 years of post-PhD experience. He takes keen interest in philanthropic activities. He has actively participated in more than 15 workshops/faculty development programs. He regularly presents research papers in international and national conferences of repute. In six such conferences and webinars he was invited to deliver keynote lectures. He has won best paper awards in 4 such conferences. He is an active life-time member of various professional organizations. He has published



several research papers in reputed journals, more than 6 full books, more than 5 book chapters, including SCOPUS and ABDC publications. He has thorough knowledge of computational techniques necessary for advanced research. He has been teaching various subjects in PhD, Post-Graduation as well as Graduation Levels at ICFAI University, Tripura, Amity University, Kolkata, MAKAUT (formerly West Bengal University of Technology), West Bengal Health University. As a Corporate Trainer for ANANDADHARA (West Bengal State Rural Livelihood Mission/WBSRLM) program, he has imparted training to Self Help Group (SHG) members in various districts of West Bengal. He has guided PhD Scholars.

Certificate of participation shall be provided after the completion of the course and submission of course feedback

CONTACT INFORMATION



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