

# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

### ON

### SENTIMENT ANALYSIS IN MARKETING RESEARCH

**07<sup>th</sup> & 08<sup>th</sup> December 2023** 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



#### OBJECTIVES OF THE PROGRAM

A useful tool for marketers, sentiment analysis looks at how customers engage with a company or product on the internet and conveys their thoughts and feelings about those interactions. This method is more extensive than standard online marketing tracking, which counts the number of online interactions that consumers have with a brand, such as comments and shares. This method monitors the number of online interactions customers have with a brand. One can categorize certain interactions as either positive, negative or neutral by making use of sentiment analysis. After having found out how to determine and keep track of these labels, one will be able to put this newly acquired data set to use for a variety of marketing goals, including internet approach.

Given that a greater number of encounters does not necessarily translate to better results, sentimental analysis is a very helpful tool to have at one's disposal. For instance, if one received ten comments on a social media post and all of them were good, it is likely that the post had a more compelling effect on the audience than if one received one hundred replies and only ten of them were positive. This is because the likelihood of a compelling influence on the audience is higher with the former scenario.

Changes in social attitude can occur quickly, therefore being able to respond right away is essential. Marketers may respond swiftly to good or negative comments by using software designed to track sentiment in real time. These solutions are perfect for marketing teams without an in-house coder because they frequently include pre-programmed algorithms. If they notice an engagement with a strong sentiment, they may show sentiment reports on interactive dashboards or notify users.

#### 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 marketing research.

#### LEARNING OUTCOMES

Participants will be able to understand suitable tools of sentiment analysis and nurture marketing research acumen.

#### PROGRAM CONTENTS

- Fine-grained sentiment analysis.
- Emotion detection.
- Aspect based sentiment analysis.
- Multilingual sentiment analysis.
- Sentiment Analysis in Cross-Media Analysis Framework.
- Hands-on Practice with 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 7 & 8 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 course fees will be Rs. 7,000/- + 18% GST

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 National 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. The Program will be held online through Zoom platform.

## CONTACT INFORMATION



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