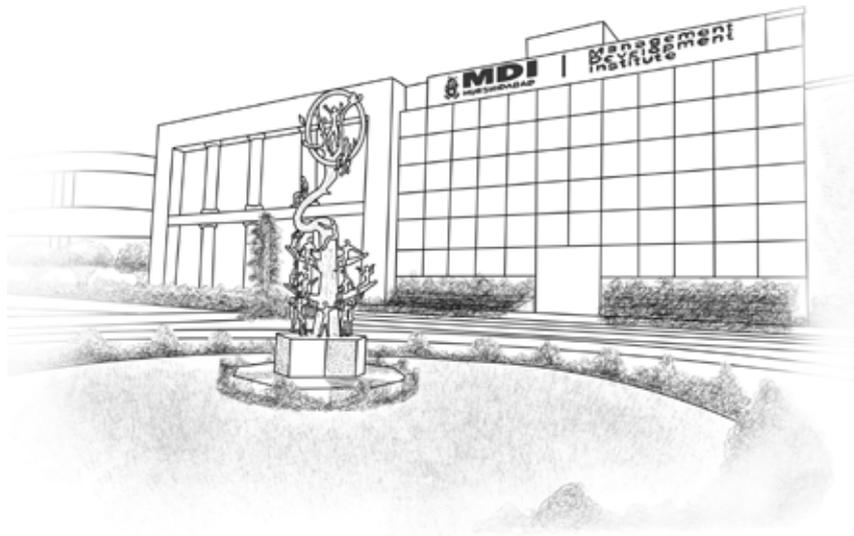


# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## MANAGEMENT DEVELOPMENT PROGRAMME ESSENTIALS OF MARKETING ANALYTICS

 **02-04 JANUARY, 2026 (FRI-SUN)**



### Introduction

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 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.

### Learning Outcomes

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

### Venue & Duration

The programme is scheduled during **02<sup>nd</sup> to 04<sup>th</sup> January 2026 (Fri-Sun)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.- Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **01<sup>st</sup> January, 2026** to the forenoon of **05<sup>th</sup> January, 2026**

### Who Should Attend

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.



## Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/ day /participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

**The program fees can be paid through bank transfer as per the bank details given below:**

Account Name: **Management Development Institute Society**  
 Bank Name: **ICICI Bank**  
 Account Number: **201505024814**  
 IFSC Code : **ICIC0002015**  
 Branch Name: **Jangipur**  
 (Please share the transaction details for verification purposes after making payment)



## Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education**  
**Management Development Institute Murshidabad**  
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## Programme Director



**Dr. Abhijit Pandit**  
**Assistant Professor- Marketing**

Dr. Abhijit Pandit had been awarded M.Sc., M.B.A. (Marketing), Ph.D. (Marketing), MIMA, IIMCW. He has more than 20 years of full-time teaching experience along with 13 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 6 such conferences. He is an active life-time member of various professional organizations. He has published several research papers in reputed journals consisting of 9 SCOPUS, 13 ABDC-B and 18 ABDC-C Publications along with 14 Books, 16 Book Chapters and 7 Patents. 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. One PhD scholar has submitted PhD Thesis and awaiting to be awarded with PhD in Business Management.

## About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

## Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

**Certificate of Participation shall be provided after the completion of the Course.**

## CAMPUS DETAILS



**Campus Address:**  
 Management Development Institute Murshidabad  
 Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
 Dist. Murshidabad, West Bengal, PIN-742235  
 Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)  
 Visit: [www.mdim.ac.in](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)