

# Seshadripuram Institute of Management Studies

Date: 31 August 2019

## Guest Lecture on Marketing Research



A seminar on Marketing Research and its importance was delivered by Mr. R Kesava Murthi, who is a practising consultancy in the field of Marketing, Human Resource and Education Domains. He has executed more than 200 market research and techno economic feasibility assessment projects for corporates in India and Abroad, he has recruited more than 3000 job seekers for corporates and has conducted more than 100 soft skills training programs for executives of corporates and many more workshops in more than 100 educational institutions. The seminar started with a brief discussion regarding marketing research and its importance. The students were given a gist of how marketing research survey is conducted to get the desired findings of the research. The students were also made to view the Do's and Don'ts of a marketing research that would guide them in conducting a research. Moving further they were explained as to "when to do a survey".

After the explanation of the theoretical concepts, Mr. Kesava Murthi provided some live examples of marketing research in various industries like “Oil and Gas Industry”, Industrial Estate, Harbour Estate, Seasonal Business and Rubber Thread Business with the scenario he faced while undergoing such research process and also shared with the students some key insights that is very much necessary while conducting a market research so as to get the desired solutions. Finally, the students were also explained in detail about concepts like “Point of Purchase, Market Segmentation and Mobilisation of savings” again with the help of his practical experience in the field survey process. The seminar was concluded with a one on one sessions where by students were free to clarify any questions or doubts that had arisen to them during the seminar.