



TRAINING PROGRAMME UNIT
CENTRE FOR DEVELOPMENT STUDIES


www.cds.edu


1 WEEK TRAINING WITH
2 WEEKS INTERNSHIP PROGRAMME

**PRACTICAL GUIDE TO
MARKETING RESEARCH
WITH STATISTICAL TOOLS &
ARTIFICIAL INTELLIGENCE**

Application of Artificial Intelligence
in Marketing Research as your
Research Assistant



 Trivandrum, Kerala

 June 1st to June 19th 2026

MARKETING RESEARCH IT'S EVOLVING.

Today, marketing research is no longer a support function – it's a strategic live intelligence feed. We've already moved towards marketing research, "becoming a real-time feedback loop with always-on discovery".

In the marketplace (i.e. transactional world), marketing research blends consumer behaviour and economic trends to confirm and improve a business idea. In today's fast-paced and action-packed world, it's imperative to learn faster but stay evidence-driven.

But being faster doesn't give any room for sloppiness. The real shift is in how the insights are generated.

Insights are a derivative of asking; framing the right questions, employing analytical and statistical tools, application of Artificial Intelligence and fine-tuning findings through expert and peer reviews and getting them reaffirmed electronically.



LEARNING OUTCOMES.

By the end of the internship that follows the training, participants of the program shall be able to:

Design and execute a full marketing research study

Enter, clean, and analyse data using SPSS

Interpret statistical outputs to make marketing decisions

Application of Artificial Intelligence in marketing research as a research assistant

Present research findings professionally

Marketing research is no longer about just numbers... it's about connecting the tools and techniques to human experiences.



WHO IS THIS FOR?

Individuals Interested in Knowing about Modern Research Practices

For all those who want to discover how evidence-driven simulations are redefining product-market fit and sharpening the ideal customer profiling and design market strategies in real-world contexts.

Students and Early-career Graduates

Students are mostly groomed with a solid theoretical foundation but lack hands-on exposure to the data-driven marketing research. This program shall expose that area before such learners, enhancing their ability to perform data-driven analysis to take up both academic and professional assignments.

*Career oriented skilling for Students of Business Administration, Commerce, Economics, Analytics, Data Science, Management, Social Science, Entrepreneurship

Research Scholars

Research Scholars shall get an insights into improved rigour and practical analysis of their research outcome and analysis.

Faculty Members

Faculty members and Professionals shall be able to apply the knowledge from this program for strengthening their quality of research through the application of appropriate statistical analysis using modern computational tools and artificial intelligence.

Business and Market Research Professionals

For business researchers who need to understand the parameters that blend consumer behaviour and economic trends, improve business ideas and enhance the ability to take evidence-based decision-making.

For Practitioners and Learners

For everyone who recognises that the gap between data collection and strategic action has collapsed and wants to translate research findings into actionable insights efficiently.

◆ CERTIFICATES WILL BE ISSUED TO SUCCESSFUL PARTICIPANTS BY CENTRE FOR DEVELOPMENT STUDIES

PROGRAM OVERVIEW

DURATION

3 Weeks (1 Week + 2 Weeks)

1 Week Classroom Teaching, Hand-on Training, Practicals and Presentations (30 Hours) and 2 Week for Market Survey/ Marketing Research

FOCUS

Basics of Management, Marketing, Marketing Research, Practical applications, Development of tools for Marketing Research, Application of Artificial Intelligence, Use of Statistical packages, Hands-on project- its reporting and presentation

EVALUATION

Continuous evaluation of the participants shall be held during the internship program based on presentations, level of participation in activities, MCQs and teamwork.

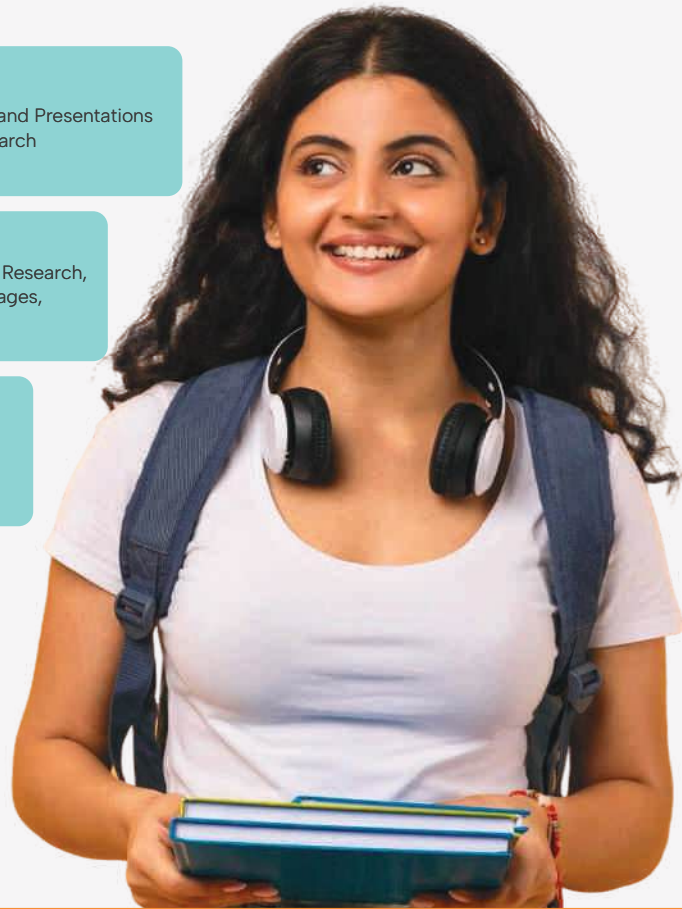
SCHEDULE

First Week

Monday to Saturday
(6 days week)

DAILY HOURS

6 hours
(First Week)



INTERNSHIP

Cohort members have the opportunity to conduct and participate in a live market research on a company project jointly mentored by industry personnel and mentors from CDS or at a destination/ organisation of their choice and report the outcome of their business research.

During the Independent Market Research, necessary mentoring and guidance shall be provided by Mentors assigned by the Programme Coordinator in online mode or through tele-conferencing.

- ◆ 6 hours of contact (online) group sessions during the 2 weeks
- ◆ Support shall be provided through online interaction by the mentors as per the requirement of the participant

LEARNING OUTCOME OF THE INTERNSHIP

By the end of this training cum internship, participants of the programme shall be skilled to:

01

Design and execute a full marketing research study.

04

Interpret statistical outputs to make marketing decisions with **AI assistance**.

02

Enter, clean, and analyse data in statistical packages.

05

Present research findings professionally.

03

Use AI to interpret the results of analysis obtained from statistical packages

06

Apply Artificial Intelligence as a tool to assist the different phases of marketing research



BRIEF OUTLINE OF THE PROGRAM



Unit I : Marketing Research Design

Content

Fundamentals of Management, Introduction to Marketing Research, Types & Scope of Marketing Research, Defining Research Problems, Research Design (Exploratory, Descriptive, Causal),
Using AI to convert Business Problems into Researchable Objectives

Activity

Case discussions: Brand survey examples
Ice-breaking activity: Identify real-world business research problems
Workshop: Define research problems for 2-3 products
Group Task: Choose a research design



Unit II : Measurement and Sampling Techniques

Content

Measurement & Scaling Techniques, Questionnaire Design, Sampling Techniques in Marketing Research and Sample Size Determination

Activity

Hands-on Training: Drafting a questionnaire
Case:
(i) Revise a poor-quality questionnaire
(ii) Improve your Questionnaire using AI tools
Simulation: Create a sample plan for a market study
Tool: Online sample size calculator use



Unit III : Software Training

Content

Introduction to Statistical Package: Data Types, Variable View, Data Entry, Data Cleaning & Coding Recoding Variables in Statistical Package, Descriptive Statistics Measures of Central Tendency, Dispersion, Correlation and (both linear and non-linear), etc. in Statistical Package, Charts & Visualisation in Statistical Package: Pie, Bar, Histogram, Boxplot, Filtered Scatter plot
Apply AI to interpret the result of SPSS outputs

Activity

Lab: Package Walkthrough, Clean survey data digitally, Computation of Descriptive Statistics, Visualise customer satisfaction survey data
Activity: Enter collected dummy data, choosing and creating appropriate visualisation of customer satisfaction survey data, and perform Analysis of scaled data, using AI to identify inconsistent responses.
Compare manual interpretation with AI-based interpretation of the outcome obtained from statistical packages



UNIT IV: Statistical Inference

Content

Hypothesis Testing: Basic Concepts of Significance Tests
Statistical Tests: t-tests, ANOVA, Chi-square test, Significant Test of Correlation and regression coefficients

Activity

Task: Use statistical package to test the difference in product preferences
Activity: Analyze campaign effectiveness using regression, choosing an appropriate statistical test given a situation using AI
Case: Product awareness and income level correlation



UNIT V: Advanced Statistical Analysis

Content

Factor Analysis, Cluster Analysis and Segmentation, Conjoint Analysis and Brand Preference

Activity

Lab: Perform factor analysis on consumer behaviour variables

Task: Segment customers based on spending habits

Workshop: Run conjoint analysis in package using product features



UNIT VI: Report Writing and Mini Group Projects

Content

Research Report Writing: Report Preparation and presentation process, Bibliography, Referencing.

Use AI for storytelling of a research report

Activity

Team Activity: Identifying the Research problem, setting the objectives, defining the methodology, developing the Questionnaire, performing the Survey, Data Entry and analysis, and preparing PPT & reporting.

Apply AI to convert the tables and figures of the report to a storytelling-type presentation



Unit VII: Performing Independent Market Research

Content

In this unit, the participants shall perform live market research at a destination/ organisation of their choice and report the outcome of their business research.

Activity

Task: The participants of the program are expected to conduct live market research and report it to the Course Coordinator. (This shall be the practical part of the evaluation process).

Guidance: During the Independent Market Research, necessary mentoring and guidance shall be provided by Mentors assigned by the Coordinator of the Program in online mode or through tele-conferencing.

Participants must bring their own laptops and be present for the entire duration of the training.



Click here to apply with an Application Fee of ₹ 300/-

Screening Committee will review application submissions after 1st March 2026.

◆ Internship Opportunities Available. ◆

INTENSIVE TRAINING (FIRST WEEK)

	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6
Day 1	Inaugural	Introduction to Management	Marketing Research	Research Design and use of AI for framing research design for some business examples	Hypothesis Building based on real-world business research problems	Ad-venture: Creating an advertisement and debate its effectiveness
Day 2	Use of AI to convert a business problem to researchable objective	Fundamentals of Questionnaire development and Scaling Techniques	Drafting a questionnaire, Revising the drafted questionnaire using AI tool	Develop a questionnaire and quiz using Google Forms and implement them online	Sampling methods	Sample Size Determination Find online sample size calculators
Day 3	Creating a sampling plan for a market study using AI tools	Hands-on training in statistical package fundamentals	Hands-on Data Cleaning in statistical package	Hands-on data visualization and analysis of data in package	Using AI to interpret the outcome of statistical analysis	Linear and Non-linear regression on customer satisfaction data
Day 4	Identifying an integrated framework of data analysis using AI	Hypothesis Testing	Hands-on Training of Hypothesis testing in package	Choosing an appropriate statistical test for a situation using AI	Market Segmentation: Factor Analysis, Cluster Analysis	Brand Preference and Conjoint Analysis in software
Day 5	Report Preparation and presentation process	Better Communication in PowerPoint Presentation	Group Project: Identifying the Research problem, setting the objectives, defining the methodology, developing the questionnaire		AI Activity: Prompt-based report improvisation	Use of AI to convert a report into storytelling
Day 6	Group Presentation on any aspect of Marketing Research			Designing a brand survey		Valedictory

* Tentative Schedule of Sessions

	Lecture		Activity		Mentored Activity
	Hands On		Group Activity		Group Activity

FACULTY PROFILE



PROF. DIBYOJYOTI BHATTACHARJEE

- Joined the Indian Statistical Service as a Probationer (Group A Officer), and briefly worked with the Central Statistical Organisation, Ministry of Statistics and Programme Implementation, New Delhi.
- His love for academics took him back to the world of academics.
- He has been awarded a
 - Ph.D. in Statistical Graphics, Gauhati University
 - Doctoral Fellowship from Indian Council of Social Science Research (ICSSR), New Delhi
 - Post Doctoral Fellow at XLRI Xavier School of Management
- He has taught at the Department of Business Administration, and is currently a Professor in the Department of Statistics, Assam University.
- His current field of research interest is on data mining in sports, cricket analytics and statistical graphics. He's also invented a methodology to quantify the fielding performance of cricketers and an App for predicting the outcome of cricket matches.

Duration	Earlybird price for students* (till 22 nd March)	Regular Applications* (Received till 15 th April)
Academic Training Programme Fee		
Week 1 on CDS Campus (1 st June to 6 th June)	₹ 12,000	₹ 15,000
Internship (8 th June to 19 th June)	₹ 10,000	₹ 10,000

The complete programme entails 1 week of "on campus training", followed by 2 weeks of off-campus "internship of live market research" (in remote mode) at a destination/ organisation of applicant's choice.

CDS will issue Internship certificates for successful participants.



Integrated Participation Package		
Duration	Residential Participants*	Non-Residential Participants*
Week 1 on CDS Campus (1 st June to 6 th June)	₹ 9,900 Per person (Includes Accommodation on sharing basis and Food on CDS campus) Accommodations may be provided to outstation participants subject to prior request/ payment and availability	₹ 4,000 Per person (Includes Lunch, Tea and Snacks)

*GST Apply.

 [Click to Apply](#)



For More
Information



CENTRE FOR DEVELOPMENT STUDIES

(Under the aegis of Govt. of Kerala & ICSSR, Govt. of India)

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