



**TRAINING PROGRAMME UNIT**  
**CENTRE FOR DEVELOPMENT STUDIES**

[www.cds.edu](http://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 1<sup>st</sup> to June 19<sup>th</sup> 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.

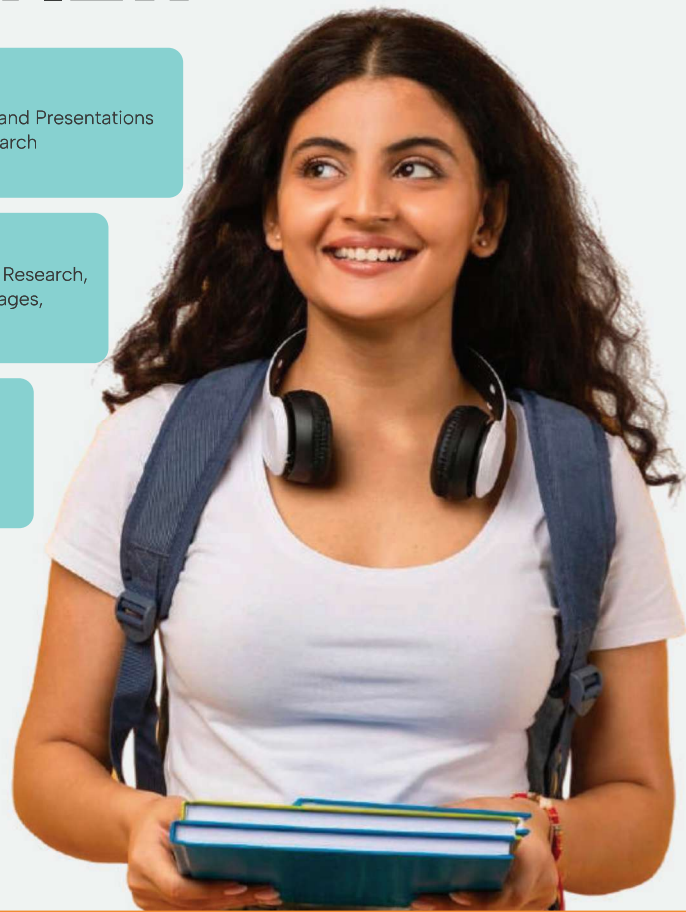
## SCHEDULE

**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









# INTENSIVE TRAINING

## (FIRST WEEK)

	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6
Day 1	Inaugural	Introduction to Management	Marketing Research	Participating in an experiment to understand causal logic	Discussing Experimental conditions, and potential confounds	Ad-venture: Creating advertising stimuli using AI
Day 2	Research Design for some business questions	Independent Variables, Dependents variables, Moderators, Mediators	Hypothesis Building based on real-world business research problems	Fundamentals of Questionnaire development and Scaling Techniques	Drafting a questionnaire, Revising the drafted questionnaire using AI tool	Develop a questionnaire using Google Forms and implement them online
Day 3	Experimental design		Workshop on developing experimental conditions using AI	Group Project: Identifying the Research problem, setting the objectives, defining the methodology, designing stimuli, choosing measures, developing the instrument		
Day 4	Sampling methods	Sample Size Determination Find online sample size calculators	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 5	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 Group Project using AI	Market Segmentation: Factor Analysis, Cluster Analysis	Brand Preference and Conjoint Analysis in software
Day 6	Report Preparation and presentation process	Better Communication in PowerPoint Presentation	Use of AI to convert a report into storytelling	Group Project Presentation: From Research problem, objectives, methodology, analysis and report plan		Valedictory

\*Tentative Schedule of Sessions

	Lecture		Activity		Mentored Activity
	Hands On		Group Activity		Presentation

# 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.

# FACULTY PROFILE



**DR. SAJITH  
NARAYANAN**

Dr. Sajith Narayanan is Director, Centre for Digital Advancement, FLAME University, Pune, and teaches in the areas of advertising, branding, and digital marketing.

He holds a Ph.D. in Management, a PGDM from MICA, and a bachelor's degree in Computer Science. His research projects are on corporate social responsibility, AI in marketing, consumer behaviour, and digital literacy.

His papers have been published in journals such as Journal of Consumer Behaviour, International Journal of Consumer Studies, and Journal of Marketing Management. He has presented at major conferences including AMA, NASMEI, INDAM, and the Global Marketing Conference.

He is a recipient of the Perplexity Business Fellowship, Bala and Vasantha Balachandran research grant, the CESS-FLAME–Nuffield Oxford Pre-Doctoral Fellowship, and multiple Asia-Pacific wins in global online marketing competitions.

Beyond academia, he has consulting and entrepreneurial experience through Plink Solutions, where he advised businesses, public-sector projects, and social-sector organisations on branding, communication strategy, and market development.

He has also taught and conducted executive programmes at institutions such as FLAME, MICA, IMT Ghaziabad, and Jindal Global Business School, and has worked with industry participants through management development programmes and consulting engagements.

Duration	Regular Applications* (Received till 15 <sup>th</sup> April)
Academic Training Programme Fee	
Week 1 on CDS Campus (1 <sup>st</sup> June to 6 <sup>th</sup> June)	₹ 15,000
Internship (8 <sup>th</sup> June to 19 <sup>th</sup> June)	₹ 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 <sup>st</sup> June to 6 <sup>th</sup> 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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