



**Ministry of Education (Siksha Mantralaya), Govt. of India**  
**funded course on**  
**QUALITATIVE MARKETING RESEARCH**  
**under the aegis of**  
**Global Initiative of Academic Networks (GIAN)**  
**organized by**  
**National Institute of Technology Durgapur**  
**during January 20-24, 2025.**

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**Overview**

This is a rigorous course that emphasizes practical instruction in qualitative research techniques. It is built around the concepts of data gathering, analysis, and report writing. Participants will get experience in depth interviews, participant observation, projective approaches, and other relevant qualitative techniques during the program.

The sessions are intended to induce thoughtful discussions and stimulating exchanges. Participants will be conversant with qualitative marketing research techniques after completing the course.

**Objectives**

Through this course the participants will gain insight on qualitative data collection, analysis, and interpretation, visual methods, netnography, projective methods, and report preparation.

Dates	January 20 – 24, 2025.
Venue	Lectures will be delivered in In-Person mode at NIT Durgapur.
Modules	<p>MODULE I: Introduction to Qualitative Research</p> <p>MODULE II: Netnography</p> <p>MODULE III: Interviews</p> <p>MODULE IV: Observational Methods</p> <p>MODULE V: Visual materials and Methods</p> <p>MODULE VI: Coding and Analysis</p> <p>MODULE VII: Interpretation, Abductive Logic and Reporting</p> <p>MODULE VIII: Projective Methods</p> <p>MODULE IX: Literary Theory, Semiotics, and Existential Phenomenology</p> <p>MODULE X: Qualitative Research in Marketing</p>
You Should Attend If...	Faculty members and PhD Research Scholars from academic institutions/universities associated with management and social sciences disciplines. Students from academic institutions/universities enrolled for the Masters programs in management and social sciences disciplines. Marketing managers/executives from industry who are involved in consumer research/studies, and decision making.
Fees	<p>The registration fees for the course are as follows:</p> <p><b>Participants from abroad:</b> US \$200.</p> <p><b>Participants from India:</b></p> <p>a.PG students / Research scholars: Rs.1000.</p> <p>b.Faculty: Rs.2000.</p> <p>c.From Industry: Rs.3000.</p> <p>The registration fee includes kit, instructional materials, internet facility, tea &amp; snacks. The fee does not include accommodation.</p> <p><b>No refund of registration fee will be made.</b></p> <p><b>Mode of Registration:</b> Registration fees are required to be paid via National Electronic Funds Transfer (NEFT) to “<b>CEP NIT DURGAPUR</b>” bearing <b>Account No. 37850318679, STATE BANK OF INDIA, NIT CAMPUS, DURGAPUR, IFSC Code: SBIN0002108.</b></p> <p>Complete the registration process by filling the required details in the link given below:</p> <p><a href="https://forms.gle/2xbUARzFTXtEVNiM8">https://forms.gle/2xbUARzFTXtEVNiM8</a></p> <p><b>The last date of registration is 14<sup>th</sup> December, 2024.</b></p> <p><b>The number of participants for the course is limited to fifty.</b></p>

## The Faculty



### **Prof. Russell Belk**

Prof. Russell Belk is York University Distinguished Research Professor, Royal Society of Canada Fellow, and Kraft Foods Canada Chair in Marketing at Schulich School of Business, York University, Canada. His research involves the extended self, meanings of possessions, collecting, gift-giving, sharing, digital consumption, and materialism. This work is primarily qualitative and is often conceptual, visual, and cultural.

He is the past president and fellow in Association for Consumer Research (ACR) and has over 800 publications. He has received numerous research and teaching awards. In 2012 a 10-volume set of his work was published by Sage, India. In 2023 he received an honorary doctorate from Université de Reims with a festschrift in his honor. He co-initiated the Consumer Behavior Odyssey, the ACR Film Festival, and the Consumer Culture Theory Conference.



### **Dr. Neelotpaul Banerjee**

Dr. Neelotpaul Banerjee is an Associate Professor at Department of Management Studies, NIT Durgapur. He secured the first position in the University in his post-graduation (MBA) examination, for which he received a gold medal from the University. His research interests include impact of AI in marketing, SMIs, neuromarketing, and green business practices. Dr. Banerjee's research papers have been published in various international journals, and presented in international conferences.

**Course Co-ordinator:  
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