



This session was an inhouse session for the members of Mark-It alone. The members were guided by the senior members of the society on how to conduct a detailed market research which comes in handy for consultancy related work. In detail information was given regarding not only what a research is but also how it's conducted and what we as consultants are expected to do. The session was followed by an interesting case research problem that the junior members were required to solve by working in groups.

The session was attended by the members of the Media & Communications Department.

Market Research Session 2020-21

19 July 2020

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