

Career Options in Marketing Research

Qualification of a good Investigator/Researcher

1. Basic Education: A Bachelor's degree.

Skills like -

- Aptitude and interest in numerical work
 - A positive problem solving approach
 - Patience
 - Good Communication skills
 - Good knowledge of English and regional language
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2. Pleasing personality
 3. Mental ability
 4. Technical knowledge
 5. Energetic
 6. Good observer
 7. Good listener
 8. Human relations
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Employment Opportunities

- Marketing Research Agencies – MARG, ORG
 - Advertising Firms
 - E-Marketing Firms
 - Import/export Firms
 - Industry Analyst
 - Government/Non-Government Firms
 - Social organisations
 - Manufacturing Agencies
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- Research Director
- Research Manager – responsible for planning, Execution & Follow-up
- Research executive – designing the research project.
- Research Analyst – analysing the data

Career options

- Interviewers/ Surveyors
 - Statisticians – to define sample size, selection of area, editing, coding, classification and tabulation of data
 - Marketing Consultants – expertise in trade mark, branding, relationship marketing
 - Internet/ e- Marketing – digital marketing
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