MARKET RESEARCH UNIVERSE

Presents

India's First Fellowship Programme in Market Research

FELLOW PROGRAMME IN MARKET RESEARCH (FPMR)



ADMISSION OPEN



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- **Eligibility, Admission Criteria and Fee Structure**
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- **Skills you will learn and Outcome of the programmme**

To know more, please visit us @
www.marketresearchuniverse.com
l Contact: 9811025630 l Mail: training@marketresearchuniverse.com

Market Research Fellow Program

Become a Pro Market Researcher and Get Hired by Top Market Research Companies or, Join Us as an Independent Market Researcher

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MRU's 5 Step Solution to Become a Pro Market Researcher

Step 1

Admission

We invite freshers/professionals for the applications of every new batch

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MRU's 5 Step Solution to Become a Pro Market Researcher

Step 2

Selection

They are screened for academic/industry credentials and most importantly their passion for market research & consulting work

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MRU's 5 Step Solution to Become a Pro Market Researcher

Step 3

Training

Every students goes through our comprehensive 2 months market research practical training program that deals in research methodology, market sizing, primary & secondary research, market analysis, research scope/ market segmentation making, report writing, competitive analysis, company profiling, people skills and more.

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MRU's 5 Step Solution to Become a Pro Market Researcher

Step 4

Internship Opportunity and Experiance Letter

After successfully completion of the training programme, candidate will get opportunity to join as a Market Research Associate/Analyst Intern for 1 OR 2 OR 3 months at Market Research Universe. Candidate have to report directly to the Research Manager during the Internship.

****Note: This step (Internship) is not compulsory. If candidate is not interested She/He can skip this Internship.**

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MRU's 5 Step Solution to Become a Pro Market Researcher

Step 5

Deployment Placement and Work Opportunity

After successfully completion of the Internship, candidate can start his/her market research professional journey by below mentioned options-

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MRU's 5 Step Solution to Become a Pro Market Researcher

Step 5

Job Option 1

Candidate can join any top market research company (100% Placement assistance will be provided)

Job Option 2

Candidate can join us (Market Research Universe and Our Partering Market Research Publishing Company as an Independent Market Researcher/ Freelance Market Researcher.

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Who Can Apply for the FPMR Programme



Students & Jobseekers

Freshers can apply for the programme. Final Year Graduate/ Masters students can also apply for the FPMR programme.



Professionals

Enhance you market research skills and get a job in market research and consulting company with a smart salary hike.

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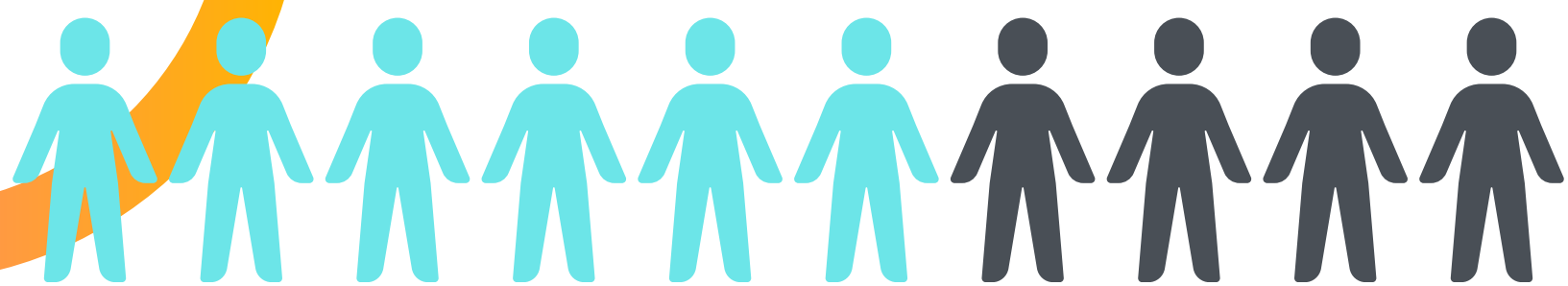
Eligibility Criteria



Applicants having four-year Bachelor's Degree (Engineering), three-year Bachelor's degree/equivalent qualification after completing higher secondary (10+2) or equivalent. The Bachelor’s degree from the discipline (Engineering/ Science/ Commerce/ Management) can apply for the fellowship programme.

Applicants having a Post Graduate/Master’s Degree/equivalent qualification in the field of management/ engineering/ science/ commerce. Exposure and understanding of Research Methodology, Report Writing, Presentation, Data Collection Techniques, Marketing shall be an added advantage.

Foreign nationals and NRIs with non-Indian degrees that are considered equivalent (by UGC/AIU/AICTE) to the qualifications listed above are also eligible to apply for the programme.

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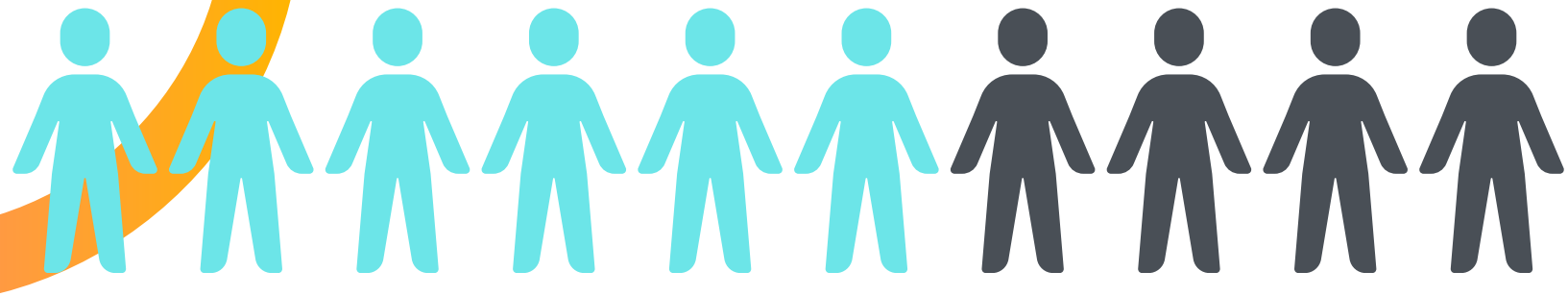
Admission Criteria



Admission Criteria

Telephone interviews of eligible candidates.

Program FEES Structure

1.	Fee to be paid along with the acceptance of admission offer	Rs. 55,000.
2.	Fee Waived Off / Scholarship Offer	Scholarship Offer 1:Rs. 30,000 Scholarship Offer 2:Rs. 20,000

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Skills You will Learn



Market Size Estimation (Excel Sheet Data Package)

- **Top-Down**
- **Bottom-Up Approach**

Market Size Estimation for Startup (TAM, SAM, SOM)

Guesstimation Techniques (Step By Step Techniques)

Market Segmentation

Competitive Analysis

- **Company Profiling**
- **PESTEL, SWOT, PORTERS 5 FORCES, etc.**

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Skills You will Learn



Research Designing, Research Proposal Making

Research Methodology: Secondary Research Primary Research

Marketing Research / Consumer Research:
Sampling I Questionnaire Designing I Survey Research

Data Analysis
Using SPSS, Power BI, NVIVO, Advance Excel

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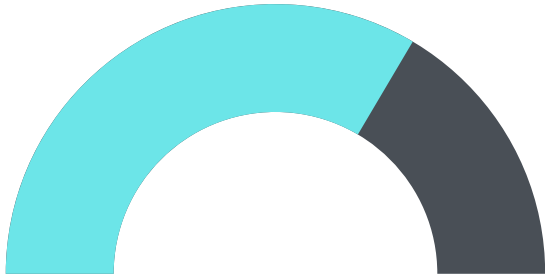
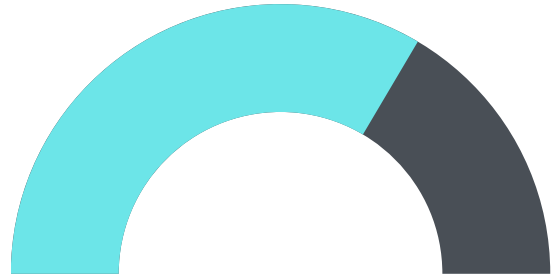
Outcome of the Programme

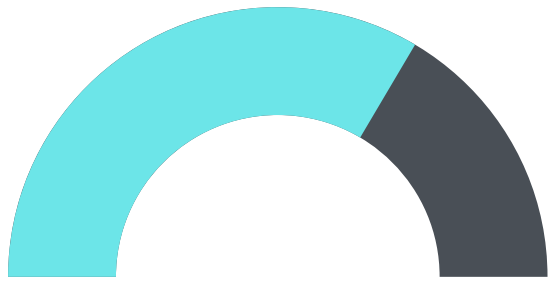
Market Research Universe (MRU) offers its students the best practical, live project and internship oriented and job ready market research fellow program with 100% placement assistance. After completion of the FPMR programme they feel quite confident to join any top market research company (100% placement assistance will be provided) or, candidate can join us as an Independent Market Researcher after successfully completion of the FPMR programme.



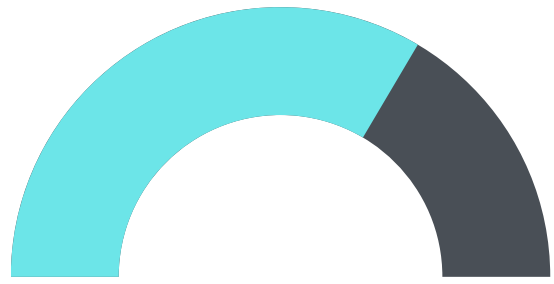
On-Job Internship



Experiance Certificate



FPMR Completion Certificate



Certified Professional Market researcher

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Get in Touch

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