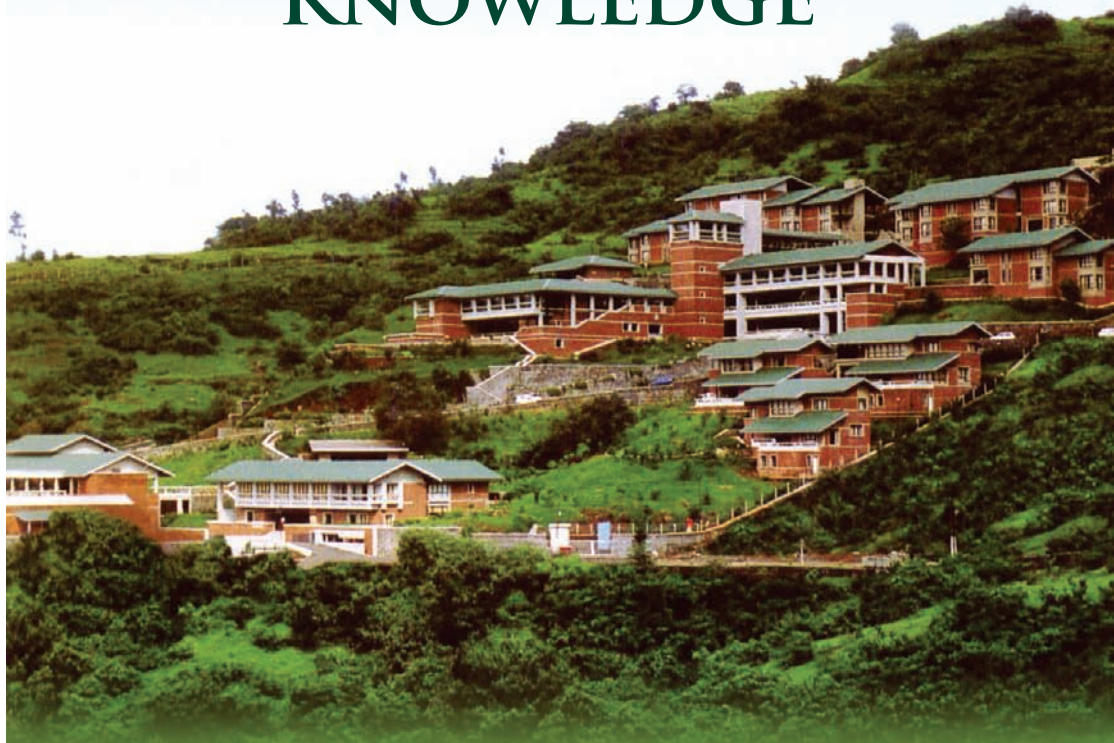




**NORTHPOINT**  
CENTRE OF LEARNING

# BUILDING ACTIONABLE KNOWLEDGE



Awarded 'Innovation in Building Academic & Industry Interface' by DNA

BECOME A CONSUMER INSIGHTS SPECIALIST!

## POST GRADUATE PROGRAM IN MARKETING RESEARCH

in association with



*Global Leader in Consumer Insights*

### COURSE HIGHLIGHTS

- 11 months residential fast-track marketing research career program with coverage of Marketing, Business Management & Finance
- Course designed and implemented in association with Nielsen (a leading global information & measurement company)
- Training & teaching by top professionals from Nielsen & other leading industry experts
- Extensive hands-on internships & projects within Nielsen & client organizations
- Assured placement with Nielsen at a package of Rs. 6 lakhs p. a.\*

*"Nielsen understands consumer behaviour like no one else can. At Northpoint, we train you for executive careers in Marketing Research."*

*Sheen Sunny Akkara  
Executive Director - HR, Nielsen, India Region*

\*refer to the website for the detailed placement clause

### BUILDING ACTIONABLE KNOWLEDGE THROUGH A UNIQUE TRAINING MODEL

An optimum blend of contemporary theory  
&  
rigorous exposure to practice

Courses are designed by industry to  
make training relevant

## Some industry speakers at Northpoint convocations



Piyush Pandey, Chairman, Ogilvy



Ashok Ganguly, Former Chairman,  
Hindustan Lever, Director Unilever;  
Member Rajya Sabha



Siddharth Roy Kapur,  
Managing Director, Disney India



Students at a workshop



Aids awareness campaign



Campus



Fully equipped clubhouse

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## ELIGIBILITY

Graduates from all streams with a minimum of 50% are eligible to apply. Candidates appearing for final year degree examinations can also apply.

## PROGRAMS COMMENCE IN JULY

### APPLY NOW

M: +91 9594992609

FB: facebook.com/northpointindia

E: applications@northpointindia.com

T: twitter.com/northpointindia

[www.northpointindia.com](http://www.northpointindia.com)