



Second Semester: 2023-24
COURSE HANDOUT-PART II

09/01/2024

In addition to Part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : ECON F435
Course Title : Marketing Research
Instructor-in-Charge : Rishi Kumar

All organizations need to research their markets periodically. This course discusses in detail various elements of marketing research process viz. Problem Definition, Development of an approach to the Problem, Research Design formulation, Fieldwork & Data collection, Data preparation, Estimation of Models, Analysis and finally Report preparation and Presentation. The Emphasis of the course is proportionately focused on Foundational Concepts, Methodology & Techniques, and Marketing Research Applications. A number of Cases will be assigned for discussion in the class. The course pedagogy lays special emphasis on “*learning by doing*” and a project assignment in this course characterizes this orientation.

Text Book (TB):

MALHOTRA NARESH K., *Marketing Research: An applied orientation*. Pearson Education, 2019, 7th Edition.

Reference Books (RB):

- R1-J F Hair, W C Black, B J Babin and R E Anderson *Multivariate Data Analysis*, 7th Edition, Pearson, 2015.
- R2 - Gilbert A. Churchill, Jr. Dawn Iacobucci *Marketing Research: Methodological Foundations*, Thomson South-Western, 2004, 8th Edition
- R3- Rajendra Nargundkar *Marketing Research: Text and Cases*, TMH, 3rd Edition, 2014.
- R4 - Robert W. Palmatier, J. Andrew Petersen, Frank Germain *Marketing Analytics: Based on First Principles*, BLOOMSBURY, 1st Edition, 2022.

Course Plan:

Lecture No.	Learning Objectives	Topics to be covered	Chapter in the TB
-------------	---------------------	----------------------	-------------------

1-4	Introduction to Marketing Research	Definition of marketing research, marketing research process. Defining the market research problem and developing an approach to the problem.	Ch-1 & Ch-2 and class notes
5-15	Research Design: Exploratory, Descriptive and Causal	Research designs, primary & secondary data, quantitative & qualitative research, survey methods, observation methods, conditions of causality, role of validity in experimentation, classification of experimental designs.	Ch-3 to Ch-7 and class notes
16-19	Measurement and Scaling	Measurement and scaling procedures, description of comparative and non-comparative scaling techniques, non-comparative techniques; continuous and itemized rating scales; Likert, semantic differential and staple scales.	Ch-8 & Ch-9 and class notes
20-23	Sampling	Sampling design process; sampling frame, determination of sample size, classification of sampling techniques.	Ch-10 & Ch-11 and class notes
24-27	Hypothesis Testing	Tests of association and tests of difference	Ch- 15 and class notes
28-42	Data Analysis	One-way analysis of variance, introduction to regression analysis, assumptions, regression coefficients, significance testing, two-group discriminant analysis, factor analysis, cluster analysis and multidimensional analysis.	Ch-16 to Ch-21 and class notes

Learning Outcomes:

Introduction of Marketing Research: This topic introduces classification of Marketing research and makes you to understand step wise marketing research process and helps in decision support systems. We describe the marketing research scenario, problem definition and development of approach to the problem. This subject discusses in detail the various components of the approach.

Research Design Formulation: This topic introduces Research design as part of Marketing research problem and research approach would be developed. This part of module describes in detail about exploratory, descriptive, and causal research designs. We describe the primary scales of measurement and the comparative, non-comparative

scaling techniques commonly used. We understand different guidelines for designing, questionnaire and explain the procedures, techniques, and statistical considerations involved in sampling.

Data Collection, Preparation, Estimation and Analysis: This part presents a practical and managerially oriented discussion of field work as a part of marketing research process. This topic deals with guidelines for selecting, training, supervising and evaluating field data. It explains about data preparation for Estimation and Analysis. We learn various Data analysis techniques like regression, Discriminant analysis, Logit Model, Factor Analysis, cluster analysis. The emphasis is on explaining the procedure, interpreting results and drawing managerial implications rather than statistical elegance. Several cases will be discussed with real data sets and provide ample opportunities to practice these techniques.

Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Assignment-I	-	10	To be announced	OB
Quiz-I		5	To be announced	CB
Mid-Semester Exam	90 min.	30	15/03 - 11.00 - 12.30PM	CB
Assignment-II	-	10	To be announced	OB
Quiz-II		5	To be announced	CB
Comprehensive Exam	3 hrs.	40	16/05 AN	CB

Chamber Consultation Hour: To be announced in the class.

Notices: All notices pertaining to this course shall be displayed on the **Economics and Finance (or) CMS Notice Board**.

Make-up Policy: Make-up will be granted only on genuine grounds and if prior permission is taken. Make-up application via sms/ messages is not acceptable; only communication through official email will be entertained.

Academic Honesty and Integrity Policy: Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Instructor-in-Charge
ECON F435