



Birla Institute of Technology & Science, Pilani
Hyderabad Campus

SECOND SEMESTER: 2019-2020

COURSE HANDOUT-PART II

06/01/2020

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 : Dr. C. Hussain Yaganti
Instructor : Dr. C. Hussain Yaganti

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.

1. Text Book(T.B)

MALHOTRA NARESH K., *Marketing Research: An applied orientation*. Pearson Education, 2013, 6th Edition.

2. Reference Books:

R1- Harper W. Boyd and Others. *Marketing Research: Text and Cases*, AITBS, 1990, 7th edition.

R2 -Thomas C. Kinnear and James R. Taylor *Marketing Research: An Applied Approach* McGraw-Hill International Edition, 1987, 3rd Edition

R3 - Gilbert A. Churchill, Jr. Dawn Iacobucci *Marketing Research: Methodological Foundations*, Thomson South-Western ,2004, 8th Edition

R4- Rajendra Nargundkar *Marketing Research: Text and Cases*, TMH, 3rd Edition, 2014.

3. Reference Website: www.marketingpower.com

3. Course Plan

Lecture No.	Learning Objectives	Topics to be covered	Chapter in the Text
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			Book
1-2	To Explain the nature and scope of marketing research	Definition of marketing research, marketing research process.	Ch 1
3-4	To understand the importance of and process used for defining the marketing research problem	Defining the market research problem and developing an approach to the problem.	Ch 2
5-7	To understand the difference among basic research designs ;exploratory, descriptive and causal and their application..	Research designs , classification of various research designs, ethical and special considerations in international M.R	Ch.3
8-9	To explain the nature and scope of secondary data & Primary data in in context of Exploratory research design.	Distinction between primary and secondary data , criteria for evaluating secondary data, use of internet in identifying and analyzing secondary data	Ch 4
10-11	To explain the difference between quantitative and qualitative research in context of Exploratory research design.	Classification of qualitative research ; focus group, depth interviews and projective techniques.	Ch.5
12	To understand survey and observation methods in context of descriptive research design	Classification and comparative evaluation of survey methods . Description of major observation methods.	Ch.6 Class Notes
13-14	To explain causality, reliability and validity issues, and various experimental designs in context of causal research design.	Conditions of causality , role of validity in experimentation, classification of experimental designs , test marketing	Ch.7 Class notes
15-16	Introduce concepts of measurement and scaling : Comparative scaling	Measurement and scaling procedures , nominal, ordinal, interval, ratio. description of comparative and non-comparative scaling tech	Ch.8, Class Notes, R4-Ch.4
17	Explain non-comparative scaling techniques	Non-comparative techniques ; continuous and itemized rating scales; Likert, semantic differential and staple scales.	Ch.9
18-19	To explain the purpose, process of designing the questionnaire and form design.	Purpose, objectives and steps involved in designing questionnaire ,	Ch. 10 Case studies R4 Ch.4
20-21	Explain sampling ; design	Sampling design process;	Ch. 11,

	and procedure	sampling frame, determination of sample size, classification of sampling techniques.	R4-Ch5
22	Field work	Nature of field-work and data-collection process	Ch.13, R4-Ch5
23	Data preparation & Tabulation	Coding , transcribing and data cleaning	Ch. 14,R4-Ch8
24-25	Hypothesis testing	Tests of association and tests of difference	Ch. 15 Class notes
26-27	Analysis of variance	One-way analysis of variance , interpretation of results	Ch.16 Class Notes
28-32	Correlation and Regression/Discriminant Analysis/Logit Analysis	Introduction to regression analysis , assumptions, regression coefficients, significance testing, two-group discriminant analysis.	Ch. 17 & Ch.18
33-34	Factor Analysis	Concept and exposition of factor model	Ch.19 Class Notes
35-36	Cluster Analysis	Distance measures, hierarchical clustering algorithms.	Ch.20
37-39	Multidimensionnel Analysis /Conjoint Analysis/SEM	MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences	Ch.21& Ch. 22 Class Notes
40-41	Report Preparation and Presentation	Report preparation, report writing and presentation	Ch.23

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.

4. Assignment/Project/Cases

Each student has to take up a **project** by selecting any marketing problem of interest that is within the scope of the course and collect primary data. The progress in the project will be continuously monitored and evaluated. A written report of the same will have to be finally submitted to the instructor and also presented before the class.

5. Evaluation Scheme:

EC NO.	Evaluation Component	Duration	Weight age (%)	Date & Time	Nature of Components
1.	Mid Sem Exam	90 Mins.	30	7/3 11.00 -12.30 PM	CB
2.	Project Reports/Assignments -2		10+10		OB/Home Assignment
3.	Presentation/Analysis of cases -2		5+5		
3.	Comprehensive. Exam	3 hours	40	14/05 AN	CB

Note: *[Highest level of intellectual integrity is expected of students while they work on Assignments/projects in terms of giving proper acknowledgement and avoiding plagiarism. Students are also expected to submit their assignments on time failing which these may not be evaluated]*

6. Chamber Consultation: To be announced in class.

7. Notices: All notices concerning this course will be displayed on the Economics and Finance Dept. Notice Board or CMS.

8. Make up Policy: Make-up exam will be granted on genuine medical grounds and **only** with prior permission from Warden/Instructor-in-charge.

9. 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