



# **Birla Institute of Technology & Science, Pilani**

Hyderabad Campus

**FIRST SEMESTER: 2020 - 2021**

## **COURSE HANDOUT-PART II**

17/08/2020

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, 6<sup>th</sup> Edition.

### **2. Reference Books:**

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

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

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

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

**3. Reference Website:** [www.marketingpower.com/kaggle](http://www.marketingpower.com/kaggle)

### **3. Course Plan**

Lecture No.	Learning Objectives	Topics to be covered	Chapter in the Text
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			<b>Book</b>
1-3	To Explain the nature and scope of marketing research	Definition of marketing research, <b>marketing research process.</b>	Ch 1
4-5	To understand the importance of and process used for defining the marketing research problem	Defining the <b>market research problem</b> and developing an approach to the problem.	Ch 2
6-8	To understand the difference among basic research designs ;exploratory, descriptive and causal and their application..	<b>Research designs</b> , classification of various research designs, ethical and special considerations in international M.R	Ch.3
9-10	To explain the nature and scope of secondary data & Primary data in in context of Exploratory research design.	Distinction between <b>primary and secondary data</b> , criteria for evaluating secondary data, use of internet in identifying and analyzing secondary data	Ch 4
11-12	To explain the difference between quantitative and qualitative research in context of Exploratory research design.	Classification of <b>qualitative research</b> ; focus group, depth interviews and projective techniques.	Ch.5
13	To understand survey and observation methods in context of descriptive research design	Classification and comparative evaluation of <b>survey methods</b> . Description of major <b>observation methods.</b>	Ch.6 Class Notes
14-15	To explain causality, reliability and validity issues, and various experimental designs in context of causal research design.	Conditions of <b>causality</b> , role of validity in experimentation, classification of <b>experimental designs</b> , test marketing	Ch.7 Class notes
16-17	Introduce concepts of measurement and scaling : Comparative scaling	Measurement and <b>scaling procedures</b> , nominal, ordinal, interval, ratio. description of comparative and non-comparative scaling tech	Ch.8, Class Notes, R4-Ch.4
18	Explain non-comparative scaling techniques	<b>Non-comparative techniques</b> ; continuous and itemized rating scales; Likert, semantic differential and staple scales.	Ch.9
19-20	To explain the purpose, process of designing the questionnaire and form design.	Purpose, objectives and steps involved in <b>designing questionnaire</b> ,	Ch. 10 Case studies R4 Ch.4
21-22	Explain sampling ; design	Sampling design process;	Ch. 11,

	and procedure	sampling frame, determination of sample size, classification of <b>sampling techniques</b> .	R4-Ch5
23	Field work	Nature of <b>field-work and data-collection process</b>	Ch.13, R4-Ch5
24	Data Preparation & Tabulation	<b>Coding</b> , transcribing and data cleaning	Ch. 14,R4-Ch8
25-26	Hypothesis testing	<b>Tests of association</b> and tests of difference	Ch. 15 Class notes
27-28	Analysis of variance	One-way <b>analysis of variance</b> , interpretation of results	Ch.16 Class Notes
29-33	Correlation and Regression/Discriminant Analysis/Logit Analysis	Introduction to <b>regression analysis</b> , assumptions, regression coefficients, significance testing, two-group <b>discriminant analysis</b> .	Ch. 17 & Ch.18
34-35	Factor Analysis	Concept and exposition of <b>factor model</b>	Ch.19 Class Notes
36-37	Cluster Analysis	Distance measures, <b>hierarchical clustering</b> algorithms.	Ch.20
38-40	Multidimensionnel Analysis /Conjoint Analysis/SEM	<b>MDS</b> and <b>conjoint analysis</b> as techniques for analyzing consumer perceptions and preferences	Ch.21& Ch. 22 Class Notes
41-42	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 2 **projects/Assignments/Cases** by selecting any marketing problem of interest that is within the scope of the course and collect primary data/secondary 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	Weightage (%)	Date & Time	Nature of Components
1.	Test -1	30 Mins	15	September 10- September 20 (During scheduled class hour )	OB
2.	Test -2	30 Mins	15	October 09 – October 20 (During scheduled class hour	OB
3.	Test - 3	30 Mins	15	November 10 – November 20 (During scheduled class hour	OB
4.	Project Reports/Assignments - 2		7.5+7.5=15	TBA	OB/Home Assignment
5	Presentation/Viva voce /Analysis of cases -2		5+5=10	TBA	
6	Comprehensive. Exam	120 Mins	30	TBA	OB

**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 CMS.

**8. Make-up Policy:** Make-up will be granted only on genuine grounds and if prior permission is taken through official email only. Request for make up after the test/exam would not be entertained at all.

**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**