

Marketing Research

Course Objectives

The course aims at creating awareness among the students about the different research techniques and methodologies in the marketing domain, which shall be successfully implemented by the students. This course shall serve as a launching platform for the students to start their career in marketing research.

Syllabus

The Marketing Research System, Sampling Process in Marketing Research, Research Design, Measurement & Scaling in Marketing Research, Data Instruments, Application of Marketing Research, Recent Trends in Marketing Research. Expected Outcome

On completion of the course, the students are expected to be familiar with the marketing research methodologies and techniques that shall be implemented in the marketing research.

References

1. Naresh K. Malhotra and Satya Bhushan Dash, Marketing Research: An Applied Orientation, Pearson Education, 2008
2. William G. Zikmund and Barry J Babin, Marketing Research, Cengage Learning India Pvt Ltd, 2009
3. Paul E. Green and Donald S. Tull, Research For Marketing Decisions, PHI Learning Private Limited, 2009
4. Green, Research For Marketing Decisions, PHI Learning Private Limited, 2009
5. Donald R. Cooper & Pamela Schindler, Marketing Research Concept & Cases, Tata McGraw Hill Education, 2005
6. Naresh K. Malhotra, Marketing Research: An Applied Orientation and SPSS, Prentice Hall, 2006
7. Rajendra Nargundkar, Marketing Research: Text and Cases, McGraw Hill Education India Private Limited, 2008
8. Alan Shao and Kevin Zhang Zhou, Marketing Research : A Decision Maker's Tool, Cengage Learning, 2009
9. Sunanda Easwaran and Sharmila Singh, Marketing Research: Concepts, Practices and Cases, Oxford Higher Education, 2006
10. A. Parasuraman, Dhruv Grewal and R Krishnan, Marketing Research, DreamTech Press, 2004

Units Topics

1 The Marketing Research System - Marketing Research - Basic and Applied Research – The Marketing Research Process - Types of Research - Steps in Marketing Research Process - Research Design - Data Sources - Marketing Information System – International Market Research- Marketing Research in the 21st Century (Indian Scenario), Marketing Research: Value and Cost of Information.

2 Sampling Process in Marketing Research– Sampling Design and Procedure – Sampling Methods – Non probabilistic sampling Techniques – Probabilistic sampling Techniques - Sample Size determination - Sampling Errors.

Research Design- Introduction, Meaning of Research Design, Types of Research Design, Descriptive Research, Causal Research Design, Research Design and Marketing Decision Process, Choosing a Good Research Design

First Internal Examination

3 Measurement & Scaling in Marketing Research: Measurement concept – Sources of variation in Measurement, Validity & reliability of Measurement - Attitude measurement – Scaling Procedure

4 Data Instruments - Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing, Coding and Editing. Data Analysis - Report Writing - Presentation of Data.

Hypothesis Testing: Introduction, Hypothesis, Steps Involved in Hypothesis Testing, Test of Significance of a Mean, Test of Significance of Difference between Two Means, Test of Significance of Difference between Two Standard Deviations, Test of Significance of Sample Proportion, Test of Significance of Difference between Two Sample Proportions, Student's t– Distribution, Parametric and Non- Parametric Tests

Second Internal Examination

5 Application of Marketing Research: Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research

Recent Trends in Marketing Research: Introduction, Marketing Information System and Research, Online Marketing Research, Recent Trends in Marketing Research, Research in Lifestyle Retail, Marketing Research and Social Marketing, Rural Marketing Research, Trends in Services Marketing Research, Brand Equity Research, International Marketing and Branding Research.

Final Examination