

## Course Handout (Part-II)

Date: 26/7/2016

**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. : MBA G583/ MBA C483/ECON F435

Course Title : Marketing Research

Instructor-in-Charge : Dr. Rajesh Matai

### 1. Scope and Objectives:

All organizations need to research their markets periodically. This course discusses in detail the various elements of marketing research process viz. Problem Definition, Development of an approach to the problem, Research Design formulation, Fieldwork or Data collection, Data preparation & Analysis and finally Report preparation and Presentation. The emphasis of the course is proportionately focused on Concepts, Techniques & Methodology, and Marketing Research Applications. A number of articles and cases will be used in this course to give the course its academic rigor and practical relevance. The course pedagogy lays special emphasis on “*learning by doing*” and the project assignment in this course characterizes this orientation. Students will be familiarized with the use of SPSS- an application software used for statistical analysis.

### 2. Text Book(T.B)

**MALHOTRA NARESH K. and Dash Satyabhushan**, *Marketing Research: An applied orientation*. Pearson Education, 2011, 6th Edition.

### 3. 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):- Nargundkar R.** *Marketing Research: Text and Cases*, TMH, 2009, 3<sup>rd</sup> edition.

4. Reference Website: [www.marketingpower.com](http://www.marketingpower.com)

### 5. Course Plan

Lecture No.	Learning Objectives	Topics to be covered	Reference
1-2	To Explain the nature and scope of marketing research	Definition of marketing research, <b>marketing research process</b>	Ch 1
3-4	To understand the importance of and	Defining the <b>market research</b>	Ch 2

	process used for defining the marketing research problem	<b>problem</b> and developing an approach to the problem.	
5-7	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
8	To explain the nature and scope of secondary data	Distinction between <b>primary and secondary data</b> , criteria for evaluating secondary data, use of internet in identifying and analyzing secondary data	Ch 4
9-10	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
11-12	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
13-14	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
15-16	Introduce concepts of measurement and	Measurement and <b>scaling</b>	Ch 8

	scaling : Comparative scaling	<b>procedures</b> , nominal, ordinal, interval, ratio. description of comparative and noncomparative scaling tech	
17-18	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, and process of designing the questionnaire	Purpose, objectives and steps involved in <b>designing questionnaire</b> ,	Ch 10
21-22	Explain sampling ; design and procedure	Sampling design process; sampling frame, determination of sample size, classification of <b>sampling techniques</b> .	Ch 11
23	Field work	Nature of <b>field-work and data-collection process</b>	Ch 13
24	Data preparation	<b>Coding</b> , transcribing and data Cleaning	Ch 14
25-26	Hypothesis testing	<b>Tests of association</b> and tests of difference	Ch 15
27-28	Analysis of variance	One-way <b>analysis of variance</b> , interpretation of results	Ch 16
29-31	Correlation and regression/Discriminant Analysis	Introduction to <b>regression analysis</b> , assumptions, regression coefficients,	Ch 17 & 18

		significance testing, two-group <b>discriminant analysis</b> .	
32-33	Factor Analysis	Concept exposition of <b>factor model</b>	Ch 19
34-35	Cluster Analysis	Distance measures, <b>hierarchical clustering</b> algorithms.	Ch 20
36-39	Multidimensional Analysis and Conjoint Analysis	Multidimensional Analysis and Conjoint Analysis <b>MDS</b> and <b>conjoint analysis</b> as techniques for analyzing consumer perceptions and preferences	Ch 21
40	Report preparation and presentation	Report preparation, report writing and presentation	Ch 22

## 6. Project

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.

## 7. Evaluation Scheme:

EC. NO.	Evaluation component	Duration	Weightage (%)	Day & time	Nature of components
1.	Mid-term test	50 Min	25		CB
2.	Surprise Quizzes/term papers		5		CB
3.	Project Report/Presentation		20		OB
4.	Analysis of Cases		15		OB
5.	Compre. Exam	3 hrs	35		CB

**Note:** *[Highest level of intellectual integrity is expected of students while they work on term papers/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].*

**8. Chamber Consultation:** To be announced in class

**9. Notices:** All notices concerning this course will be displayed on the Management department Notice Board only.

**10. Makeup:** No make-ups will be given except on genuine medical grounds and only with prior permission from Instructor-in-charge.

**Instructor - in - Charge MGTS C483/MBA C483**