BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
INSTRUCTION DIVISION
FIRST SEMESTER 2015-2016
Course Handout Part II

Date: 03/08/2015

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.   : **MGTS C483/ MBA C483/ECON F435**
Course Title   : **Marketing Research**
Instructor-in-Charge: SATYENDRA K. SHARMA
Instructor: **Prof. ANIL BHAT**

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 & 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, 2011, 6th Edition

2. **Reference Books:**
   (R1):- **Zikmund et al.** 2015 Business Research Methods, Cingage Press.
   (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

3. **Reference Website**: www.marketingpower.com

3. **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, **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	**Research designs**,	Ch.3

	among basic research designs ;exploratory, descriptive and causal and their application..	classification of various research designs, ethical and special considerations in international M.R	
8	To explain the nature and scope of secondary data	Distinction between **primary and secondary data**, 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 **qualitative research**; 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 **survey methods**. Description of major **observation methods.**	Ch.6
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
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
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
20-21	Explain sampling ; design and procedure	Sampling design process; sampling frame, determination of sample size, classification of **sampling techniques.**	Ch. 11
22	Field work	Nature of **field-work and data-collection process**	Ch.13
23	Data preparation	**Coding,** transcribing and data cleaning	Ch. 14
24-25	Hypothesis testing	**Tests of association** and tests	Ch. 15

		of difference	
26-27	Analysis of variance	One-way **analysis of variance**, interpretation of results	Ch.16
28-31	Correlation and regression/Discriminant Analysis	Introduction to **regression analysis**, assumptions, regression coefficients, significance testing, two-group **discriminant analysis**.	Ch. 17 & Ch.18
32-33	Factor Analysis	Concept and exposition of **factor model**	Ch.19
34-35	Cluster Analysis	Distance measures, **hierarchical clustering** algorithms.	Ch.20
36-39	Multidimensional Analysis and Conjoint Analysis	**MDS** and **conjoint analysis** as techniques for analyzing consumer perceptions and preferences	Ch.21
40	Report preparation and presentation	Report preparation, report writing and presentation	Ch.22

4. Project

Each student has to take up a **project** by selecting any business problem of interest that is within the scope of the course and collect primary/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.	Mid Sem Exam	90 mins.	20	8/10 4:00 - 5:30 PM	CB
2.	Surprise Quizzes/Class participation /term papers		10		CB
4.	Project Report/Presentation		15		OB
5.	Analysis of Cases		20		OB
6.	Compre. Exam	3 hours	35	9/12 AN	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]*

6. Chamber Consultation: To be announced in class

7. Notices: All notices concerning this course will be displayed on the Management Group Notice Board only.

8. 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/ **ECON F435**