



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Learning Plan - MMS
Academic Year: 2022-2023

Programme: MMS Semester: III

Period: October 2022 – January 2023

Course Code: MMS-M312

Name of the subject: Marketing Research & Analysis

Maximum marks: 100 (60+40)

No. of Sessions: 13 (Total 40 hrs)

Name of the Faculty:

Mobile No: 9594980650

Email: dsonkul@vpmthane.org

Program Outcomes (PO)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value-based Leadership.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.

Course Outcomes (CO)

1. DEFINE the basic concepts related to marketing research, marketing research processes, primary and secondary research, qualitative analysis
2. EXPLAIN the concepts taught through the syllabus of Marketing Research & Analysis
3. MAKE USE OF processes pertaining to marketing research process, data collection, questionnaire designing, sampling, data processing for finding solution to the marketing research problems.
4. EXAMINE the results of various marketing research statistical tools from an analytical perspective
5. APPRAISE the results of marketing research statistical tools for taking business decision.
6. DEVELOP a marketing research report consisting of business research problem, data collection, data analysis and conclusion

Text Books:

1. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill
2. Marketing Research Essentials – McDaniels & Gates (3rd edition SW College publications)
3. Marketing Research – Sunanda Easwaran and Sharmila J Singh – Oxford Publications
- Marketing Research – Nigel Bradley – Oxford Publications
4. Marketing Research Essentials – McDaniels & Gates (3rd edition SW College publications)
5. Marketing Research – Zikmund & Babin – Cengage Learning



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Reference Books:

1. Marketing Research – Aaker, Kumar, Day (9th edition John Wiley & Sons)
2. Marketing Research – Burns , Alvin, Bush, Ronald (5th edition Prentice Hall)
3. Marketing Research – An Applied Orientation – Naresh K Malhotra – Pearson Publications
4. Marketing Research for managers -3rd Edition by Sunny Crouch & Mathew Housden - A Butterworth-Heinemann Title
5. Marketing Research (Macmillan) - Rajendra Nargundkar

A Plan:

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcomes
1	31/10/2022	<ul style="list-style-type: none">• Introduction to Marketing Research, Need & Scope of Marketing research.• Marketing research process• Structure of marketing research studies	Marketing Research Dr. Rajendra Nargundkar Chapter 1	1, 2
2	07/11/2022	<ul style="list-style-type: none">• Qualitative Analysis -Brainstorming, Focus Groups,• In Depth Interviews, Projective Techniques, Attitude and motivation research, Concept under tests	Marketing Research Dr. Rajendra Nargundkar Chapter 3	1, 2,3
3	14/11/2022	<ul style="list-style-type: none">• Primary Research - Various aspects such as scales, questionnaire design, sampling frame & technique	Marketing Research Dr. Rajendra Nargundkar Chapter 4	1,2,3
4	21/11/2022	<ul style="list-style-type: none">• Secondary Research – Secondary and Standardized sources of Marketing DataPrimary &	Marketing Research: an applied orientation Naresh K Malhotra Chapter 4	1,2,3



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		Secondary sources of Secondary Data Analysis		
5	28/11/2022	Market segmentation, Positioning Research, Cluster Analysis Discriminant Analysis	Marketing Reserch Dr. Rajendra Nargudkar Session on SPSS Chapter1 4 Chapter 15	2,3
6	05/12/2022	Product/Price/Promotion/Distribution research, Sales Promotion Research Campaign Tracking Research Multidimensional Scaling Conjoint Analysis	Marketing Reserch Dr. Rajendra Nargudkar Session on SPSS Chapter 16	1,2,3,
7	12/12/2022	Internal Test		
8	17/12/2022	Advertising Research, Concepts of copy testing and ad tracking, Ad recall, Ad Comprehension, Stages involved in Advertising research,	Adverting Research : Theory and practice Joel J. Davis Chapter 1 to 3	1,2,3
9	26/12/2022	Brand research - Brand Equity Research Brand Valuation Research Corporate Image Measurement Research	Strategic Brand Management Kevin Keller Chapter 2	1,2,3
10	02/01/2023	Logistic Regression Discriminant Analysis Cluster Analysis	Lectures with SPSS	1,4,5
11	09/01/2023	Forecasting Models Conjoint Analysis Multidimensional Scaling	Lectures with SPSS	1,4
12	16/01/2023	Students presentation	Business problems	1,2,3
13	23/01/2023	Students	Business problems	1,2,3



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	3	presentation		

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning Outcomes	Source
1	Case study			
2	Academic Projects			
3	Group Discussion			
4	Role Play			
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Software and Labs	Factor, Cluster, Discriminant, MDS, Conjoint Analysis	Understand practical applications of concepts of Marketing	Marketing Reserch Dr. Rajendra Nargudkar
9	Any other activity			

C. Pedagogical Initiative adopted:

Computer Lab sessions of SPSS

D. Industrial sector focused through the course:

Marketing research firms

E. Types of job profile available in the sector:

Marketing Research Analyst



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F. Skill sets for the given job profiles as learning outcomes of the course:

Strong knowledge of statistics and marketing research

G. Gap identified from University Curriculum:

S. no.	Gap Identified	Action taken to bridge the gap
1		
2		
3		

Prepared by:
Faculty

Date:

Approved by:
Specialisation Head

Date:



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Evaluation:

Component	Details	Marks
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc)	10
Group Presentations	Mandatory	10
Case Studies	Mandatory	10
Final Exam	Mandatory	60

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of Co-ordinator