



Indian Institute of Technology Kanpur

Course MBA 633A, Even (Spring) 2022

Discussion hours: F 14:00-15:15
(optional): T 14:00-15:15

Course: MBA 633A, Marketing Research

Instructor Name: Shankar Prawesh

Contact Information: IME 307

Phone: +91-512-679-6182

Email: sprawesh@iitk.ac.in

Teaching Assistants: Rais Khan (19214265), Shubham Awasthi (20114020)

Zoom link: <https://iitk-ac-in.zoom.us/j/96172948421?pwd=T3lhdVZYZDdMTjlv2oxUTBYUllDUT09>

Zoom meeting ID: 961 7294 8421, Passcode: 970804

Course Description and Objectives

Nature and Scope of Marketing Research

The marketing research process, Research design and implementation

Data Collection

Secondary sources of marketing data, Standardized sources, Information collection using qualitative and observational methods, Questionnaire design for respondents, Attitude measurement, Experimentation, Sampling fundamentals

Data Analysis

Hypothesis testing: Basic concepts and tests of associations, Correlation, and Regression analysis. ANOVA, and Design of Experiments, Presenting the results.

Recent Trends

Online experimentation, A/B testing

Student Learning Outcomes:

- Understanding of the basics of market research
- An ability to perform data analysis in SPSS for marketing decisions.

Prerequisite

Basic knowledge of probability and statistics

Course Materials, Text etc.

Course Material: Power point slides and recorded videos used for lectures will be provided to students.

Textbook: Malhotra, N. K. & Dash, S. 2019. Marketing Research: *An Applied Orientation*, Pearson 7/e.

Note: Materials from other sources will also be used. Reference to these resources will be provided in due course.

Additional Reading Materials

Ron Kohavi, et al. 2009. Controlled experiments on the web: survey and practical guide.

Teaching method and course emphasis: The course will be mostly based on lectures and presentations. Learning outside the class from other sources is highly encouraged. The course emphasizes the application of learned data analysis techniques in all possible domains.

Software: SPSS (available at <https://www.iitk.ac.in/nt/faq/spss27.htm>)

Course Policies

Assignments: All home assignments are with fixed deadlines.

Class attendance and participation policy: It will be monitored regularly through a combination of: (a) attendance, (b) in-video questions, and (c) online viva-voce.

Course Grade Determination

Marks Distribution: Mid-Sem quiz: 15 + Project Report: 30 + In-video quizzes and class participation: 30 + Final quiz: 25.

All reports should be submitted online through Turnitin. Failure to turn in the assignments or project progress reports by the deadline, will result in a grade of 0.

Projects groups: You are free to form your project group. Each group should have three members. Groups will be finalized after the add-drop period.

Marks	Grades
85 and above	A
75+	B
60+	C
50+	D
Below 50	F

Resource Guide

Official Class Cancellation

If a class is canceled due to some unforeseen reasons, the class activity (homework, test, etc.) scheduled for the canceled date is automatically rescheduled for the next date that class is officially in session.

Honor System: Plagiarism and Academic Integrity

The honor system assumes the responsibilities of students and faculty in upholding academic integrity, while at the same time respecting the rights of individuals to the due process offered by administrative hearings and appeals. Accordingly, “members of this academic course are required to conduct themselves in accordance with the highest standards of academic honesty and integrity.” In addition, all members are required to:

- Report suspicion or knowledge of possible violations of the Honor System.
- Support an environment that reflects a commitment to academic integrity.
- Answer truthfully when called upon to do so regarding Honor System cases.
- Maintain confidentiality regarding specific information in Honor System cases.

In this class, because coursework may be collaborative at times, particular issues of integrity arise. You should not copy or print another student’s work without permission. Any material (this includes IDEAS and LANGUAGE) from another source must be credited, whether that material is quoted directly, summarized, or paraphrased.

Copyright Information

“The instructor of this course owns the copyright of all the course materials. This lecture material was distributed only to the students attending the course MBA633/MARKETING RESEARCH of IIT Kanpur and should not be distributed in print or through electronic media without the consent of the instructor. Students can make their own copies of the course materials for their use.”

Student with Disabilities

If you have a physical or mental impairment that requires an academic adjustment or accommodation, arrange a meeting with me at your earliest convenience.

Student Conduct during Online Sessions During online discussions, students are expected to conduct themselves in an orderly and cooperative manner so that the faculty member can proceed with the customary instruction.

Important Dates

<https://iitk.ac.in/doaa/data/Calendar-2022.pdf>

Tentative Schedule

Outline of Topics and Course Schedule Because of unforeseen circumstances and responsibilities it is possible the instructor will not be able to meet the scheduled class period. In case this event occurs, barring an emergency, the class will be notified, and the class will be rescheduled. So, be advised that the following class schedule is *tentative* and subject to alteration as dictated by the pace, ability and interest of the students. In class discussions, material difficulty and external forces may also dictate alterations.

Date	Course Content
Class 1	Introduction
Class 2-3	Ch. 1-2
Class 4-7	Ch. 3-5
Class 8-9	Ch. 6-7
Class 10-12	Ch. 9-11
Class 13-14	Ch. 12
(Mid-semester recess)	
Class 15-16	Ch. 13-14
Class 17-18	Case 3.1
Class 19-20	Ch. 15
Class 21-23	Ch. 15
Class 24-25	Ch. 16
Class 26-28	Case 3.2, 3.4