FIRST SEMESTER 2020-21 Date: 17 Jan 2021 COURSE HANDOUT

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 G560

Course Title: Marketing Research & Metrics

Instructor in Charge: Dr. Achint Nigam

Google Meet Link: meet.google.com/hym-rnxe-efk

Credit Units: 3

1. Course Description:

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. This course will also briefly touch on the key matrices used in the field of marketing.

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.

2. Scope and Objective of the Course:

To impart necessary foundational concepts, methodologies and tools/techniques for role of a market researcher. That role envisages generation of actionable information to identify marketing problems and their solutions.

3. Text Book: Malhotra, N. K., & Dash, S. (2019). *Marketing research: An applied orientation*. Pearson. (7th revised edition)

Reference Books:

- a. Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2018). *Marketing research* 11th edition. John Wiley & Sons. Adopted by Gopal Das
- b. Marketing Metrics, Third Edition, Bendle, farris, Pfeifer, Reibstein



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4. Course Plan:

Module	Lecture Session	Reference	Learning Outcomes	
Ι	Definition of marketing research,	Ch1	To Explain the nature and scope	
	marketing research process.		of marketing research	
	Defining the market research	Ch.2	To understand the importance of	
	problem and developing an		and process used for defining the	
	approach to the problem.		marketing research problem	
	Research designs , classification Ch.3		To understand the difference	
	of various research designs,		among basic research designs;	
	ethical and special considerations		exploratory, descriptive and causal	
	in international M.R		and their application.	
	Distinction between primary and	Ch.4	To explain the nature and scope	
	secondary data, criteria for		of secondary data	
	evaluating secondary data, use of			
	internet in identifying and			
II	analyzing secondary data Classification of qualitative	Ch.5	To explain the difference between	
11	research; focus group, depth	CII.3	To explain the difference between quantitative and qualitative	
	interviews and projective		research in context of exploratory	
	techniques.		research design.	
	Classification and comparative	Ch.6	To understand survey and	
	evaluation of survey methods .	Cii.o	observation methods in context of	
	Description of major observation		descriptive research	
	methods.			
III	Conditions of causality , role of	Ch.7	To explain causality, reliability	
	validity in experimentation,		and validity issues, and various	
	classification of experimental		experimental designs in context of	
	designs, test marketing		causal research design.	
	Measurement and scaling	Ch.8	Introduce concepts of	
	procedures, nominal, ordinal,		measurement and scaling:	
	interval, ratio. description of		Comparative scaling	
	comparative and non-comparative			
	scaling tech			
	Non-comparative techniques;	Ch.9	Explain non-comparative	
	continuous and itemized rating		techniques	
	scales; Likert, semantic			
	differential and staple scale			



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involved in designing questionnaire. Sampling design process; sampling frame, determination of sample size, classification of sampling techniques. Nature of field-work and datacollection process Coding, transcribing and data cleaning V Tests of association and tests of difference One-way analysis of variance, interpretation of results Introduction to regression analysis, assumptions, regression coefficients, significance testing, two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-II Metrics-II Metrics-III Explain sampling; design and design. Ch.11 Explain sampling; design and presentation of festign. Ch.13 Field work Ch.13 Field work Ch.14 Data preparation Ch.15 Hypothesis testing thypothesis testing Ch.16 Analysis of variance Ch.17 & Correlation and regression/Discriminant Analysis Correlation and regression/Discriminant Analysis Ch.18 Factor Analysis Ch.21 Multidimensional Analysis and Conjoint Analysis Report preparation and presentation Parand Asset Valuator tool, conversion tool, satisfaction Metrics-II Bounce rate, CPC, WOM	IV	Purpose, objectives and steps	Ch.10	To explain the purpose, process of	
Sampling design process; sampling frame, determination of sample size, classification of sampling techniques. Nature of field-work and datacollection process Coding, transcribing and data cleaning V Tests of association and tests of difference One-way analysis of variance, interpretation of results Introduction to regression coefficients, significance testing, two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Sampling frame, determination of procedure Explain sampling; design and procedure Ch.13 Explain sampling; design and procedure Explain sampling; design and procedure Ch.13 Explain sampling; design and procedure Ch.14 Ch.15 Hypothesis testing Ch.16 Analysis of variance Ch.17 & Correlation and regression/Discriminant Analysis Ch.18 Field work Ch.14 Data preparation Ch.15 Hypothesis testing Ch.16 Analysis of variance Ch.17 & Correlation and regression/Discriminant Analysis Ch.18 Field work Ch.14 Data preparation Ch.15 Field work Ch.14 Correlation and regression/Discriminant Analysis Ch.18 Field work Ch.14 Ch.15 Field work Ch.14 Ch.15 Field work Ch.15 Hypothesis testing Ch.16 Analysis of variance Ch.17 & Correlation and regression/Discriminant Analysis Correlation and regression/Discriminant Analysis Ch.21 Multidimensional Analysis and Conjoint Analysis Procedure		involved in designing		designing the questionnaire and	
sampling frame, determination of sample size, classification of sampling techniques. Nature of field-work and datacollection process Coding, transcribing and data cleaning V Tests of association and tests of difference One-way analysis of variance, interpretation of results Introduction to regression coefficients, significance testing, two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Set (Ch.13 Field work Ch.14 Data preparation Ch.15 Hypothesis testing Ch.16 Analysis of variance Ch.16 Analysis of variance Ch.17 & Correlation and regression/Discriminant Analysis Correlation and regression/Discriminant Analysis Ch.19 Factor Analysis Ch.21 Multidimensional Analysis and Conjoint Analysis Ch.21 Multidimensional Analysis The port preparation and presentation VII Metrics-I Brand Asset Valuator tool, conversion tool, satisfaction EVA, NPV, IRR, CLTV,		questionnaire.		design.	
sampling techniques. Nature of field-work and data- collection process Coding, transcribing and data cleaning V Tests of association and tests of difference One-way analysis of variance, interpretation of results Introduction to regression coefficients, significance testing, two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Data preparation Ch.14 Data preparation Ch.15 Hypothesis testing dranlysis of variance Ch.16 Analysis of variance Ch.17 & Correlation and regression/Discriminant Analysis Concept Analysis Ch.20 Cluster Analysis Ch.21 Multidimensional Analysis and Conjoint Analysis The port preparation and presentation WII Metrics-I Brand Asset Valuator tool, conversion tool, satisfaction EVA, NPV, IRR, CLTV,		Sampling design process;	Ch.11	Explain sampling; design and	
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Nature of field-work and data- collection process Coding, transcribing and data cleaning V Tests of association and tests of difference One-way analysis of variance, interpretation of results Introduction to regression analysis, assumptions, regression coefficients, significance testing, two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Report preparation, report writing Metrics-II EVA, NPV, IRR, CLTV,		sample size, classification of			
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coefficients, significance testing, two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Metrics-I Ch.19 Factor Analysis Ch.20 Cluster Analysis Ch.21 Multidimensional Analysis and Conjoint Analysis Report preparation and presentation Brand Asset Valuator tool, conversion tool, satisfaction EVA, NPV, IRR, CLTV,		Introduction to regression	Ch.17 &	Correlation and	
two-group discriminant analysis. Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Metrics-II EVA, NPV, IRR, CLTV,		analysis, assumptions, regression	Ch.18	regression/Discriminant	
Concept and exposition of factor model Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Metrics-II Ch.20 Cluster Analysis Ch.21 Multidimensional Analysis and Conjoint Analysis Preparation and presentation Report preparation and presentation Brand Asset Valuator tool, conversion tool, satisfaction EVA, NPV, IRR, CLTV,		coefficients, significance testing,		Analysis	
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Distance measures, hierarchical clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Brand Asset Valuator tool, conversion tool, satisfaction Metrics-II EVA, NPV, IRR, CLTV,		Concept and exposition of factor	Ch.19	Factor Analysis	
clustering algorithms. MDS and conjoint analysis as techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Brand Asset Valuator tool, conversion tool, satisfaction Metrics-II EVA, NPV, IRR, CLTV,		model			
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techniques for analyzing consumer perceptions and preferences VI Report preparation, report writing and presentation VII Metrics-I Metrics-II Metrics-II Analysis and Conjoint Analysis Report preparation and preparation and presentation Brand Asset Valuator tool, conversion tool, satisfaction EVA, NPV, IRR, CLTV,		clustering algorithms.			
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VI Report preparation, report writing and presentation VII Metrics-I Metrics-II Ch.22 Report preparation and presentation Brand Asset Valuator tool, conversion tool, satisfaction EVA, NPV, IRR, CLTV,		consumer perceptions and		Analysis	
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VII Metrics-I Brand Asset Valuator tool, conversion tool, satisfaction Metrics-II EVA, NPV, IRR, CLTV,	VI	Report preparation, report writing	Ch.22	Report preparation and	
conversion tool, satisfaction Metrics-II EVA, NPV, IRR, CLTV,		and presentation		presentation	
Metrics-II EVA, NPV, IRR, CLTV,	VII	Metrics-I		Brand Asset Valuator tool,	
				conversion tool, satisfaction	
Metrics-III Bounce rate, CPC, WOM		Metrics-II		EVA, NPV, IRR, CLTV,	
		Metrics-III		Bounce rate, CPC, WOM	



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5. Evaluation Scheme

S.	Component	Weightage	Tentative dates	Nature of
No.				Component
1.	Mid-Semester	35%	March 1- 6, 2021	TBA
2.	Comprehensive Examination	40%	May 1 – May 18, 2021	TBA
3.	Assignment / Project	20%	To be completed and presented by March-14 th and April-20 th	Qualitative + Quantitative study – 10% each
4.	Other Component	5%	CP/case/research contribution	TBA

- More details about the evaluation to be informed later.
- 6. Consultation Hour: Saturday's 11 am 12 pm.
- 7. **Notices:** Management Department Notice Board / Nalanda / Email
- 8. **Make-up Policy:** No make-ups will be given except only on genuine medical grounds and only with prior permission from Instructor-in-charge.
- 9. Please be creative and careful while deciding your projects. Incase plagiarism is found, your group will be awarded zero marks, without any makeup.
- 10. **The instructor will not interfere in group dynamics.** Free riding is part of the learning process, deal with it yourself.
- 11. Email is the preferred and best medium to communicate with the instructor.

Instructor-in-Charge

