BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

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

4. **Course Plan:**

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

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

5. **Evaluation Scheme**

S. No.	Component	Weightage	Tentative dates	Nature of 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-14th and April-20th	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