

Course Code	21MGH203J	Course Name	MARKET RESEARCH	Course Category	H	HUMANITIES & SOCIAL SCIENCES				L	T	P	C
										2	0	2	3

Pre-requisite Courses	Nil	Co- requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Faculty of Management		Data Book / Codes / Standards		
					Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1:	identify, assess, and collate all the information required for business decision-making
CLR-2:	understand the scope and applications of Market Research
CLR-3:	know about the methodology to conduct research
CLR-4:	explore the techniques used in Research
CLR-5:	understand the Concepts and functions of statistical data analysis

Course Outcomes (CO):	At the end of this course, learners will be able to:
CO-1:	identify the role of Market research and the process of conducting research
CO-2:	apply the techniques of Qualitative and Quantitative research
CO-3:	examine the measurement tools and instruments used in research
CO-4:	analyze the Sampling framework and data using statistical techniques
CO-5:	classify the data into Oral and written reports

Unit-1 - Introduction	12 Hour
The Definition and role of Marketing Research- Areas of research in Marketing- Product Research-Pricing research-Distribution research-Customer research-The Marketing Research Process- Types of Research Designs	
Unit-2 - Designing Research Studies	12 Hour
Marketing Research and Information Technology-Primary data collection -Qualitative and Observational Research-Quantitative research-Survey Research- Secondary Data collection	
Unit-3 - Measurement	12 Hour
Measurement scales- Nominal, ordinal, ratio, interval-Attitude Scaling-Questionnaire design- attributes and construction	
Unit-4 - Experimentation and Sampling Theory	12 Hour
Experimental Design- test markets-Fundamentals of Sampling- Sampling methods- Probability and non-probability.	
Unit-5 - Analysis and Reporting	12 Hour
Descriptive analysis-Hypothesis testing- Correlation and Regression-ANOVA -Communicating Research Results- Research report preparation-graphic aids- Oral presentation.	

Learning Resources	<ol style="list-style-type: none"> G.C. Beri, 'Marketing Research', Tata McGraw-Hill Education. Harper W. Boyd Jr, Ralph Westfall, Stanley F. Stasch, Richard D. Irwin Inc., 'Marketing Research – text and cases', All India Traveller Book Seller. Raymond Kent, 'Marketing Research – Measurement, Method and Application', International Thomson Business Press. William G. Zikmund, Barry J. Babin, 'Essentials of Marketing Research, International Edition, 5e, Cengage Learning William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, 'Business Research Methods, International Edition, 9e, Cengage Learning
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Learning Assessment		Continuous Learning Assessment (CLA)						Summative Final Examination (40% weightage)	
	Bloom's Level of Thinking	Formative CLA-1 Average of unit test (45%)		Life-Long Learning CLA-2 (15%)					
		Theory	Practice	Theory	Practice			Theory	Practice
Level 1	Remember	15%	-	-	10%			15%	-
Level 2	Understand	25%	-	-	20%			25%	-
Level 3	Apply	30%	-	-	35%			30%	-
Level 4	Analyze	30%	-	-	30%			30%	-
Level 5	Evaluate	-	-	-	-			-	-
Level 6	Create	-	-	-	5%			-	-
Total		100 %		100 %				100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Expert Member from TCS		1. Ms. Priya. K, SRMIST