

Marketing Management

Course Name: Marketing Research

Course Code-MS 501

Course Credits: 6

Course Objective: The course is designed to inculcate the analytical abilities and research skills among the students in the field of marketing.

Block I Introduction to Marketing Research

Unit I Introduction to Marketing Research

Marketing Research: Definition, Nature, Role, Scope, Significance and Limitations

Unit II Types of Marketing Research

Types of Marketing Research – Basic & Applied, Ethics in Marketing Research and Difference between Marketing Research and Market Research

Unit III Marketing Research Industry in India

The Marketing Research Industry and Prominent Research agencies in India

Unit IV Marketing Research Process

Unit V Marketing Research Problem

Defining the Marketing Research Problem and developing an approach

Block II Research Design and Formulation

Unit VI Research Design

Research Design: Introduction, Classification and Potential Sources of Errors

Unit VII Exploratory Research Design

Unit VIII Descriptive Research Design

Unit IX Casual Research Design

Unit X Attitude Measurement and Scaling

Attitude Measurement and Scaling: Types of Scale, Methods of Attitude Measurement

Unit XI Quantitative Judgement Methods

Quantitative judgement methods - verbal, numerical, graphical scales, factorization, constant sum method, semantic differential scale, Likert Scale.

Block III Data Collection and Sampling

Unit XII Information Needs

Information Needs: types of information needed - behavioural and non-behavioural correlates.

Unit XIII Primary Methods of Data Collection

Primary Methods of Data Collection, Questionnaire and Form Design

Unit XIV Sampling: Design and Procedures

Unit XV Sampling Distribution

Unit XVI Determination of Sample Size and Testing of Hypothesis

Block IV Data Analysis, Interpretation and Presentation

Unit XVII Data Processing and Application of test

Unit XVIII Data Analysis and Interpretation

Data Analysis and Interpretation in context to Marketing Research: compilation, tabulation & classification of data

Unit XIX Analytical Techniques in Marketing Research

Analytical Techniques in Marketing Research- Univariate Analysis, Hypothesis testing, bivariate analysis (regression), overview of some multivariate analysis techniques like cluster analysis, multi - dimensional scaling, factor analysis, conjoint analysis

Unit XX Research Report Preparation & Presentation.

Unit XXI International Marketing Research

Unit XXII Ethics in Marketing Research

Suggested Readings:

1. Churchill, Marketing Research: Methodological Foundations, Cengage Learning, 2007
1. Zikmund, Essentials of Marketing Research, Cengage Learning, 2007
2. "Donald.R.Cooper and Pamila.S.Schindler", Marketing Research Concept & Cases, TMH, 2006.
3. "Aaker , Kumar and Daj", Marketing Research, 7th edition, Johnwiley, 2005.
4. "G.C.Beri", Marketing Research, TMH, 2008.
5. "S.Shajahan", Marketing Reasearch Concepts & Practices in India, Macmillan, 2004.
6. "David.J.Lick and Donald.S.Rubin", Marketing Research, 7th edition, PHI, 2007.
7. "Naresh.K.Machotra", Marketing Research-An Applied Orientation, PHI, 2007.
"Parasuraman, Dhruv Grewal and R.Krishnan", Marketing Research, Biztantra, 2007.