

# **Course Contents**

## **Course Name: Marketing Research**

### **Course Code-MS 501**

**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**

**Unit II Types of Marketing Research**

**Unit III Marketing Research Industry in India**

**Unit IV Marketing Research Process**

**Unit V Marketing Research Problem**

## **Block II Research Design and Formulation**

**Unit VI Research Design**

**Unit VII Exploratory Research Design**

**Unit VIII Descriptive Research Design**

**Unit IX Causal Research Design**

**Unit X Attitude Measurement and Scaling**

**Unit XI Quantitative Judgement Methods**

## **Block III Data Collection and Sampling**

**Unit XII Information Needs**

**Unit XIII Primary Methods of Data Collection**

**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 Tests**

**Unit XVIII Data Analysis and Interpretation**

**Unit XIX Analytical Techniques in Marketing Research**

**Unit XX Research Report Preparation & Presentation-I**

**Unit XXI Research Report Preparation & Presentation-II**

**Unit XXII International Marketing Research**

**Unit XXIII 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, 7<sup>th</sup> 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, 7<sup>th</sup> edition, PHI, 2007.
7. ”Naresh.K.Machotra”, Marketing Research-An Applied Orientation, PHI, 2007.  
“Parasuraman, Dhruv Grewal and R.Krishnan”, Marketing Research, Biztantra, 2007.

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