

Subject Code: 1MS2020355

Subject Title: Marketing Research

1. Course Objectives and Outline:

The objective of the course is to provide participants you a strong grounding in marketing research methods. As the name implies, this is a course on Research, with problems and decision situations drawn from Marketing. The purpose is to make student recognize the role of systematic information gathering and analysis in making marketing decisions, and to help him/her acquire skills in executing a full-fledged marketing research project. The course will apply learning of research methods and quantitative techniques to solving marketing problems. Although some major quantitative analytical techniques will be discussed, focus shall be on the interpretation and use of results. The emphasis throughout shall be on conceptualization and structuring of marketing research problems, and solving them in a given or assumed decision making context.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Introduction to Marketing Research Defining the Marketing Research Problem, Developing a Research Approach, Research Design, Research Proposal	12	25%
2	Qualitative and Quantitative Research Focus Group Studies, Interview Methods, Projective Techniques, Surveys, Observation Techniques, Causal Research Experimentation	12	25%
3	Analysis of Scale Data Measurement and scaling, Multiple Regression Analysis, Discriminant Analysis, Factor Analysis, Cluster Analysis	12	25%
4	Application of Marketing Research Consumer research, Product and Brand research, Advertising research, Sales analysis and forecasting	12	25%

4. Course Pedagogy

The pedagogy will be a combination of lectures and class discussions. Rather than merely summarise the topics contained in the course, class sessions will strive to extend and apply the case

study to real life situations. The focus shall be on the appropriateness and use of the research methodologies and techniques, as well as on the finer marketing applications and issues.

5. Suggested Readings

a. Books

- 1 Marketing Research; by Naresh K. Malhotra, David F. Birks, Peter A. Wills; Pearson Publication
- 2 Marketing Research; by Aaker, David A., V. Kumar, and George S. Day New York: John Wiley & Sons, Inc.
- 3 Marketing Research within a Changing Environment; by Hair, Jr., Joseph F., Robert P. Bush, and David J. Ortinau; Tata McGraw Hill
- 4 Research for Marketing Decisions; by Green, Paul E., Donald S. Tull, and Gerald Albaum Prentice Hall of India

b. Journals/Magazines

- The IUP Journal of Brand Management, By IUP Publication.
- International Journal of Research in Marketing, By European Marketing Academy
- International Journal of Marketing Studies, By Canadian Center of Science and Education
- Indian Journal of Marketing, By Associated Management Consultants Private Limited
- South Asian Journal of Marketing and Management Research, By South Asian Academic Research journals
- Journal of Product & Brand Management, emeraldinsight publication

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%