

COURSE CODE: 1CM2010315	COURSE TITLE: Marketing Research
COURSE TYPE : ELECTIVE COURSE: SPECIALIZATION- ADVANCED BUSINESS MANAGEMENT	
COURSE OBJECTIVE: To make the students acquaint about the concepts of marketing research, marketing information system and other practical application of the theory in day to day practice of any organization.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Marketing Research (MR) - Introduction, Definitions, Marketing Research process, Difference between Market Research & Marketing Research, Role of Marketing Research Agencies, Nature & scope of Marketing Research. Marketing Information System (MKIS) - Meaning of MIS Components of MIS, Significance, , Advantages & Disadvantages, Ethical issues in Marketing Research.	15	25%
2.	Marketing Research Design (MRD) -Definition of Research Design, Problem identification, Stages of a research proposal, Types of Research Design- exploratory, Descriptive or conclusive. Measurement of Marketing Research –Different types of Scale of Measurement of Marketing Research, Features of measurement, Errors in measurement, Managerial consideration for management errors avoidance, Types of basic rating scale.	15	25%
3.	Sampling – Definition, Pre-requisite of sampling, Probability Sampling and Non Probability Sampling, Distinctions between stratified sampling & Quota sampling. Data collection – Definition Primary & Secondary data, Primary data collection methods, questionnaire techniques, online survey, observation method, method of questionnaire preparation, Secondary data sources and its usages, online data sources,	15	25%
4.	Data analysis - Univariate, bivariate and multivariate data analysis, interpretation analysis of differences. Report Writing & Interpretation - Types of Marketing Research Report, outline of Marketing Research Report, principles of Marketing Research Report, Graphical presentation in research, Marketing Research Report preparation & presentation. Meaning of Interpretation, techniques of Interpretation, Precautions in Interpretation.	15	25%

References Books:

1. Marketing Research- David Luck.
2. Marketing Research- G.C.Beri
3. Basic Marketing Research- Churchill.G.A