

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS301
Course Name:	Marketing Research
Course Code:	2MS2010555T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To provide strong grounding in marketing research methods.
- 2) To recognize the role of systematic information gathering and analysis in making marketing decisions
- 3) To acquire skills in executing a full-fledged marketing research project.
- 4) To apply learning of research methods and quantitative techniques to solving marketing problems
- 5) To conceptualize and structuring marketing research problems, and solving them in a given or assumed decision making context.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Introduction to Marketing Research. Defining the Marketing Research Problem, Developing a Research Approach, Research Design, and Research Proposal.	10	20%
2	Qualitative and Quantitative Research. Focus Group Studies, Interview Methods, Projective Techniques, Surveys, observation Techniques, Causal Research Experimentation	10	20%
3	Analysis of Scale Data, Measurement and scaling, Multiple Regression Analysis, Discriminant Analysis, Factor Analysis, Cluster Analysis.	10	20%
4	Application of Marketing Research, Consumer research, Product and Brand research, Advertising research, Sales analysis and forecasting	10	20%
5	Contemporary Issues: Market Research for Start ups Market Testing for Incubators	08	20%

Text Books:

Sr. No.	Books
1	Marketing Research; by Naresh K. Malhotra, David F. Birks, Peter A. Wills; Pearson Publication

Reference Books:

Sr. No.	Books
1	Marketing Research; by Aaker, David A., V. Kumar, and George S. Day New York: John Wiley & Sons, Inc
2	Marketing Research within a Changing Environment; by Hair, Jr., Joseph F., Robert P. Bush, and David J. Ortinau; Tata McGraw Hill
3	Research for Marketing Decisions; by Green, Paul E., Donald S. Tull, and Gerald Albaum Prentice Hall of India

List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
2. <http://www.managementconcepts.com/>
3. The IUP Journal of Brand Management, By IUP Publication.
4. South Asian Journal of Marketing and Management Research, By South Asian Academic Research journals
5. <https://swayam.gov.in/>

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom’s Taxonomy Level
CLO1	Understand the needs of marketing managers for marketing and market information	2 Understanding
CLO2	Understand Research Methods and research instruments	1 Remembering
CLO3	Learn Sampling Methods and Field Procedure	1 Remembering
CLO4	Develop the various methodologies and methods of marketing research	3 Applying,
CLO5	Overcome the fear of unknown by exploring through Research	4, 5 Evaluate, Analyze
CLO6	Create marketing and promotional model for specific product or service	6 Creating

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H			H		M	M		H	
CLO2		H	M	M	M				M	
CLO3	H	M	L	L	M					H
CLO4			H	H			H	H		H
CLO5	H					H		H	H	
CLO6			H	H			H	H		

H: High, M: Medium, L: Low
