

V Semester Electives - Marketing

17BB309-MARKETING RESEARCH

Course Objective

The course is designed to inculcate the analytical abilities and research skills among the students to facilitate decision making in solving various marketing problems.

Course Outcomes:

At the end of the course students should be able to understand

- Typical applications of Marketing Research and Research process
- Research Methods and Design and instruments of data collection
- Statistical tools and their application in analyzing and resolving marketing problems

UNIT - I

Introduction to Marketing Research- Role of Marketing research in a Marketing plan- Marketing intelligence versus Marketing Research- Typical applications of Marketing Research- Limitations of Marketing Research- Secondary and Primary research- Marketing research process- Defining the Research Objective- Research Designs- Exploratory, Descriptive and casual Research- Designing the research Methodology- Survey, Observation, experimentation, Qualitative techniques- Plan for sampling, Field work, and Analysis- Presentation.

UNIT - II

Research Methods and Design- Sources of Secondary data- Disadvantages of Secondary Data- Exploratory and Conclusive research- Major qualitative Research Techniques- Depth Interview, Focus Group, Projective techniques- Validity of research- test Marketing- Questionnaire Design for marketing research- scales of Measurement used in Marketing research.

UNIT - III

Sampling Methods - Sample size and Sampling Techniques- sampling errors- Data cleaning- Missing value imputation- Outlier deletion- Field procedures- Planning the Data analysis- Hypothesis Testing- Simple tabulation and cross Tabulation- Chi-squared test- ANOVA and the Design of Experiments

UNIT - IV

Correlation and Regression- Explaining Association and Causation- Discriminant Analysis for Classification and prediction

UNIT - V

Factor and Cluster Analysis- Factor and Cluster Analysis for Market segmentation- Multidimensional Scaling for Brand positioning- Applied focus through statistical packages.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. To collect the data regarding any phenomenon in the form of both primary and secondary.
2. To make out an effective research design process for an identified problem.
3. Appropriate questionnaires can be designed to fulfill the research objectives.
4. Association and Variance analysis can be measured between variables.
5. Causal relationship between the variables can be analyzed.

TEXT BOOKS:

1. Rajendra Nargundkar: Marketing research, Text and Cases- Tata McGraw hill, 2010
2. Naresh Malhotra, Das: Marketing research: An applied Orientation- Pearson Education 2009

REFERENCE BOOKS:

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall
3. Suja R Nair: Marketing Research, Text with cases- Himalaya Publication-2nd Revised edition 2014.