

MARKETING RESEARCH & ANALYTICS			
Course Code	20MBAMM304	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
<b>Course Objectives</b>			
<ol style="list-style-type: none"><li>1. To provide an understanding of the basics of marketing research process.</li><li>2. To orient on the theoretical and practical aspects of marketing research.</li><li>3. Encourage the students to take up analytical thinking through research.</li><li>4. To highlight importance marketing research for enhancing marketing strategies.</li></ol>			
<b>Module-1 Marketing Research Dynamics</b>		<b>9 hours</b>	
Meaning of Marketing research; when marketing research is unnecessary; Nature and Scope of Marketing Research; Marketing Research in the 21st Century (Indian Scenario); limitations of Marketing Research; threats to marketing research; Introduction to marketing intelligence: concept of marketing intelligence (MI), components, need for MI, Domains of MI. Ethics in marketing research. Design of consumer experiments using Conjoint Analysis. Case Study on Marketing Research Dynamics.			
<b>Module -2 Marketing Research Projects</b>		<b>7 hours</b>	
Design and implementation of Marketing Research Projects, defining research questions, identifying respondents, sampling accuracy and sufficiency. Issues around studying human subjects.			
<i>Lab on socially acceptable responses- managing</i>			
<b>Module -3 Decision Support System</b>		<b>9 hours</b>	
Marketing Decision Support System-meaning, Use of Decision Support Systems in Marketing Research, Data base & Data warehousing. The three Vs: Volume, Velocity & Variety, The Fourth V: Value. Elements of data base, types of data base, using marketing data base for marketing intelligence, ways to gather consumer data.			
<b>Module -4 Applications of Marketing Research</b>		<b>9 hours</b>	
<b>Applications of Marketing Research:</b> Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research, Advertising Research, Media research, Sales Analysis and Forecasting.			
<i>Live project &amp; Assignment: Agriculture Marketing or B2B marketing</i>			
<b>Module -5 Predictive analysis</b>		<b>9 hours</b>	
Meaning of predictive analysis, how good are models at predictive behavior, benefits of predictive models and applications of predictive analysis, reaping the benefits, avoiding the pitfalls, importance of predictive model, process of predictive analytics. Predictive Analytics, Data Mining and Big Data_ Myths, Misconceptions and Methods by Steven Finlay.			
<b>Module - 6 Product Research</b>		<b>7 hours</b>	
Product Research- Analysis of Diffusion of products, Adoption decisions, Product – services tradeoffs, evaluating prototypes, Luxury and Lifestyle products.			
<b>Live project: New Product adoption</b>			
<b>Course outcomes:</b>			
The student should be able to:			
<ol style="list-style-type: none"><li>1. Comprehend the objectives of Market research &amp; its application in solving marketing problems.</li><li>2. Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.</li><li>3. Generalize and interpret the data with the help of various measurement techniques.</li><li>4. To understand the emergence of new trends in research.</li></ol>			
<b>Practical Component:</b>			
<ul style="list-style-type: none"><li>• Choose 5 successful products or services and identify the insight behind them through a field survey.</li><li>• Do a comprehensive essay on the difference between consumers vs. trade vs. Competition insights &amp; how best to exploit them.</li><li>• Take 5 recent digital innovations like twitter or face book and identify the insights.</li><li>• Running case with real data Dell, Comprehensive critical thinking case Baskin-Robbins.</li><li>• Data Analysis case with real data IBM.</li></ul>			

### CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X	X		X	
CO3	X		X		X
CO4	X			X	X

#### Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

#### Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Marketing Research- An Applied Orientation	Naresh K Malhotra & SatyaBhushan Dash	Pearson	7 <sup>th</sup> Edition
2	Marketing Analytics Using Excel	.Ajithab Dash	Sage publications	2019
3	Essentials of Marketing Research	William G Zikmund et. al	Cengage Learning	7/e
4	Marketing Research	V Kumar	Sage Publications	1/e, 2015

#### Reference Books

1	Market Research: Text and cases	Rajendra Nargundkar	Mc Graw Hill	3 <sup>rd</sup> Edition
2	The Effective Use of Market Research: How to drive and focus better business decisions	Robin J Birn	Viva	4 <sup>th</sup> Edition
3	Marketing Research: Methodological Foundations	Gilbert A Churchill & Dawan Lacobucci		8 <sup>th</sup> Edition

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