

MARKETING RESEARCH

Subject Code	: 14MBA MM303	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives of the course:

1. To provide an understanding of the basics of marketing research and to build a research vocabulary, key terms and ideas.
2. To provide a balance of the theoretical and practical aspects of marketing research and encourage the students to take up analytical and critical thinking through research.
3. To highlight importance of research in management

Module 1: (8 Hours)

Introduction: Meaning, scope and importance of marketing research; own vs. agency marketing research; marketing information system; meaning, need and components, marketing information system and marketing research; marketing research process-I an overview; problem definition, formulation and preparation of research proposal.

Module 2: (8 Hours)

Primary Data Collection: Primary data collection methods; mail survey, telephone survey and interviews and their evaluation; observations; experimental methods, questionnaire preparation and administering, organizing fieldwork for collecting data.

Module 3: (8 Hours)

Research Design and Information Sources: Meaning and scope of research design; types of research designs, exploratory, descriptive and conclusive; sources and uses of secondary data, collection of secondary data.

Module 4: (8 Hours)

Sample Design and Sampling: Determining universe, sampling frame and sampling unit; determining sampling method; non probability and probability methods; sample size determination; sampling errors vs. non-sampling errors.

Sampling: Steps &Types: Probability / non probability (simple, systematize; stratified proportionate, disproportionate), Sample size determination

Module 5: (8 Hours)

Questionnaire design:-Steps in Q.D. with examples for each step. Rating Scales, Juster, Likert, Semantic Differential, Thurston, Attitude Scales, Scales for illiterate respondents

Module 6: (8 Hours)

Measurement Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale; Scale Types: Comparative Scaling, Non-comparative Scaling; Attitude Measurement, Self-Reporting Methods, Methods for Rating Attributes, Data Analysis, Customer Research, Advertising Research, Product Research, Distribution Research, Sales Research, Marketing Environment Research, Internet Marketing Research, and International Marketing Research

Module 7:**(8 Hours)**

Research trends, Behavioural Science Based Approach, Economic and Competitive Pressures, Consumer Insight Groups, Quantifying Emotions, Impact of the Social Media, Do-it-Yourself (DIY) Research; Research ethics, typical research errors, Research and culture;

Practical Components:

1. Choose 5 successful products or services and identify the insight behind them through a field survey.
2. Do a comprehensive essay on the difference between consumer vs. trade vs. competition insights & how best to exploit them.
3. Take 5 recent digital innovations e.g. twitter or face book and identify the insights. Locate 5 non-users of search or mail and Interview their reasons.
4. Choose 5 recent successful campaigns and identify their insights through consumer interviews. Present your findings to the class
5. Choose 3 successful movies e.g. Dabang & Zindagi na milegi & My name is Khan--- and interview consumers about the reasons for their success. Similarly repeat this with 3 recent expensive flop movies and Present your findings to the class

RECOMMENDED BOOKS:

1. Marketing Research contemporary approach- Narayn reddy and GVRK Acharyalu Excel publications
2. Marketing Research and consumer Behavior Saravanel et.al Vikas publishing house
3. Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005
4. Essentials of Marketing Research – William G. Zikmund et.al. 4/e, Cengage Learning, 2010.
5. Research Skills for Students: Transferable and Learning Skills - Allison, et.al. 1996.
6. Market Research - Robin Birn, Patrick Forsyth, John Wiley and Sons Inc. 2002.

REFERENCE BOOKS:

1. Market Research: a guide to planning, methodology & evaluation - Paul Hague, Kogan Page, 1996.
2. Market Research Best Practice. 30 Visions of the Future – Peter Mouncey, et.al, 2007.