MARKETING RESEARCH & ANALYTICIS

Semester	III	CIE Marks	: 40
Course Code	18MBAMM304	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
	Credits : 04		

Course Objectives:

1. To provide an understanding of the basics of marketing research process.
2. To orient on the theoretical and practical aspects of marketing research.
3. Encourage the students to take up analytical thinking through research.
4. To highlight importance marketing research for enhancing marketing strategies.

UNIT 1:

Marketing Research Dynamics- Introduction, 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: what is marketing intelligence (MI), components, need for MI, Domains of MI. Ethics in marketing research.

UNIT 2:

Marketing Research and MIS: Marketing Information System, Importance, Relevance of MkIS, Marketing Research (MR) and MkIS, The marketing information systems and its subsystems, four components: user interfaces, application software, databases, and system support. Advantages & disadvantages of marketing information systems. Internal reporting systems.

UNIT 3:

Decision Support System & Big Data: Marketing Decision Support System-meaning, Use of Decision Support Systems in Marketing Research, Data base & Data warehousing. The three Vs: Volume, Velocity & Varity, The Fourth V: Value. Elements of data base, types of data base, using marketing data base for marketing intelligence, ways to gather consumer data, Data Mining, benefits of data mining, Big Data Analysis, Descriptive Analysis, Prescriptive Analysis, Key challenges of Big Data Integration.

UNIT 4:

Applications of Marketing Research: 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.

UNIT 5:

Predictive analysis: 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.

UNIT 6:

Predictive analytical process: Project initiation, project requirements, Model building and business evaluation, duration of a predictive analytics project.

Building a predictive model: Exploring the data landscape, Sampling and shaping the development sample, data preparation, creating derived data, understanding the data, data reduction, data transformation, modeling, validation, selling models into business.

PRACTICAL COMPONENTS:

- Choose 5 successful products or services and identify the insight behind them through a field survey.
- Do a comprehensive essay on the difference between consumers vs. trade vs. Competition insights & how best to exploit them.
- Take 5 recent digital innovations like twitter or face book and identify the insights.
- Running case with real data Dell, Comprehensive critical thinking case Baskin-Robbins.
- Data Analysis case with real data IBM.

COURSE OUTCOMES:

The student should be able to:

1. Comprehend the objectives of Market research & its application in solving marketing problems.
2. Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
3. Generalize and interpret the data with the help of various measurement techniques.
4. To understand the emergence of new trends in research.

RECOMMENDED BOOKS:

- Marketing Research an Application Orientation-Naresk K Malhotra,6/e, Pearson, 2013.
- Essentials of Marketing Research – William G. Zikmund et.al. 4/e, Cengage Learning,2010.
- Predictive Analytics, Data Mining and Big Data- S. Finlay, Palgrave Macmillan Publishing.

REFERENCE BOOKS:

- Marketing Research: Methodological Foundations 8 th Edition by Gilbert A. Churchill & Dawan Iacobucci.
- Marketing Research: David A Aker/V.Kumar/Robert P Leone,George S Day. Willey publication.11th edition.
- Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005 Market Research Best Practice. 30 Visions of the Future – Peter Mouncey, et.al, 2007.

CO-PO MAPPING

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

BUSINESS MARKETING

Semester	III	CIE Marks : 40
Course Code	18MBAMM305	SEE Marks : 60
Teaching Hours / week (L:T:P) 3-0-2		Exam Hours : 03
	Credits : 04	

Objectives:
1. To develop an understanding of the various concepts of Industrial Marketing.
2. To understand the buying process and marketing channels for industrial goods.
3. To acquaint with B-2-B-2-C Strategies and their implementation.
4. To analyze various pricing strategies of industrial goods & their implications.
5. To understand the significance of E-commerce in Business Marketing.

Unit 1:
Nature of Business Marketing: Business Marketing Concept, Business vs. Consumer Marketing, Economics of Industrial demand, Types of Industrial Markets, Types of Business Customers, Classifying Industrial Products & Services, Business customers purchase orientations, Organizational Procurement Characteristics, Environment Analysis in Business Marketing.

Units 2:
Organizational Buying Behaviour: Organizational Buying Process, Types of purchases / buying situations, Buying Centre Concept, Inter Personal Dynamics of Business Buying Behaviour, Roles of Buying centre. The Webster & Wind model of Organizational Buying Behaviour, Ethics in Purchasing. Business Marketing Research: Differences between B2C & B2B Marketing Research, Marketing Research Process, Research Methods.

Unit 3:
Market Segmentation: Segmenting, Targeting and Positioning of Business Market, Value based segmentation, Model for segmenting the organizational Market. Product & Brand Strategy: Developing Product Strategy, Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products, Branding process & Brand strategy. Business Service Marketing: Special Challenges

Unit 4:
Formulating Channel Strategy: Nature of Business Marketing channels, Intermediaries, Direct and Indirect Channels, Channel Objectives, Channel Design, Managing Channel Members, Selection and Motivation of Channel