

## **MARKETING RESEARCH (L-T-P: 3-0-0)**

**Course code: MSD 533.**

### **COURSE OBJECTIVES:**

1. To get basic insights of research principles, tools and its role in business.
2. Gain an operational knowledge of research and be able to apply them in the various stages of the marketing process.
3. To be able to integrate the concepts and techniques learned in the preparation and presentation of marketing research papers.

### **LEARNING OUTCOMES:**

1. This course will provide a comprehensive overview of the subject of marketing research, and discuss some key concepts, process and techniques, and their applications.
2. Students will gain an appreciation for some of the breadth and depth of this subject and its significance for a business enterprise.

Unit I: Marketing Concepts, significance of building relationship and understanding behaviour of consumers, Marketing Data Bases, Marketing Research (history / growth /opportunities), Research fits in the product life cycle  
[6 L]

Unit II: Marketing Research Process: Review business situation / define marketing Issue / Review available research, Division of Responsibility between Marketing and Marketing Research, Problem Identification / definition [6L]

Unit III: Research Design, Desk Research / Secondary Data, Primary Research (Types of Research - Consumer/Retail/Media), Research Proposal, Qualitative Research : Focused Group Discussions, In-Depth Interviews, Projective techniques, Observation [10 L]

Unit IV: Quantitative Research, Methodology: Hypotheses development, Sampling, Questionnaire design, Measurement Scaling, Data Collection, Field Procedures [10L]

Unit V: Data analysis: Types of data, Cross tabulations, Descriptive statistics, Statistical analysis, Introduction to multivariate data analysis Writing the Research Report/ Summary/Insights [8L]

**Note: The lecture will be based on case studies discussions and fieldwork.**

Reference Book:

Marketing Research: An applied orientation (7th Edition), Malhotra and Dash, (2015), Pearson Pub.