

Course Name: Marketing Research

Credits	Two
Faculty Name	Prof. Nirali Shah
Program	MBA Executive
Academic Year and Term	2020-21, Term-III

1. Course Description

The course aims to provide a basic understanding of marketing knowledge generation, construction and reconstruction methods employed by well-managed firms. The focus of the course is on integrating problem formulation, research design, questionnaire construction, sampling, data collection and data analysis to yield the most valuable information. The course deals with examination of the proper use of statistical applications as well as qualitative methods, with an emphasis on the interpretation and use of results. Emphasis will be on the interpretation of the results and use of the methods rather than mathematical derivations. The course pedagogy includes lectures, in-class exercises, and mini-cases to focus on real-life application. To cultivate practical skill, participants would require undertaking a research project by identifying a business problem and using the marketing research methods to solve the business problem.

2. Student Learning Outcomes

By the end of this course, participants should:

- Be able to understand the marketing research process and research techniques
- Be able to conceptualize the marketing research (MR) problem.
- Be able to design marketing research study.
- Be able to execute the marketing research project independently.
- Be able to understand how MR process is integrated to actual decision-making and strategy creation in organizations.

3. Required Text Books and Reading Material

Textbook

- Malhotra, N.K. and Dash, S. (2019), *Marketing research: An applied orientation*, Pearson Education. (MD)

Reading Material and Cases

- Participants would receive some reading material and cases before / during the sessions.

Additional Reference Books

- Churchill, G.A., Iacobucci, D. and Israel, D. (2016), *Marketing research: A South-Asian perspective*, Delhi: Cengage Learning.
- Feinberg, F.M., Kinnear, T.C. and Taylor, J.R. (2013), *Modern marketing research: Concepts, methods, and cases*, Delhi: Cengage Learning.
- Hair, J.F. Jr., Black, W.C., Babin, B.J., and Anderson, R.E. (2019), *Multivariate data analysis*, Delhi: Cengage Learning.
- Maison, D. (2019), *Qualitative marketing research: Understanding consumer behavior*, London: Routledge.

4. Tentative Session Plan

Session Number	Topics/Activities	Reading
1	Marketing Research: Brief and Proposal	Chapter 1-3
2-3	Research Design <ul style="list-style-type: none">▪ Descriptive▪ Exploratory▪ Experimental	Chapter 4,6,7
4	Measurement and Scaling	Chapter 8-9
5	Preparation of Questionnaire and Form Design; & Classification of Sampling techniques	Chapter 10-11
6	Correlation and Multiple Linear Regression	Chapter 17
7	Introduction to Multivariate Techniques; & Discriminant Analysis	Chapter 18
8	Factor Analysis	Chapter 19
9	Cluster Analysis	Chapter 20
10	Multidimensional Scaling	Chapter 21
11	Conjoint Analysis	Chapter 21
12-13	Difference between Qualitative and Quantitative Research; & Qualitative Research Methods <ul style="list-style-type: none">▪ Interview▪ Focus Group Interviews▪ Projective Techniques▪ Other Qualitative techniques	Chapter 4-7
14	Student Project Presentation	

5. Evaluation

Components	Weightage (in %)
Class Participation**	10
Project Submission and Presentation	30
Mid-term Examination	20
Quizzes*	10
End-Term Examination	30
Total	100

*No make-up for missed quizzes.

**Class Participation: Participants are expected to be sincere in the class in terms of reaching the class on time, solving the class-room cases and exercises properly, and submitting the assignments on time. They should maintain the decorum inside the class and respect the fellow participants.

Participants should load SPSS software on their laptop. They should carry the charged laptop as and when informed by the instructor.

6. Academic Integrity

Focus is on authenticity. Students involve in academic dishonesty will receive a zero mark in the particular component in which the violation occurred. Kindly refer to manual of policy for code of conduct.