



Marketing Management-III/Marketing Research

Credits	Two
Faculty Name	Sandip Anand
Program	PGDM (BM)/(RM)
Academic Year and Term	Term III- 2012-13

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.

2. Student Learning Outcomes

- Be able to conceptually the Marketing Research problem.
- Be able to design Marketing Research study.
- Be able to execute the Marketing Research project independently.

3. Required Text Books and Reading Material

1. Malhotra, N.K. and Dash, S. Marketing Research: An Applied Orientation. Pearson Education
2. Compiled Course Material from Secondary Sources



4. Tentative Session Plan

Session Number	Topics/Activities	Reading/case list etc.
1	Marketing Research brief and Proposal	Case of Hindustan Motors Chapter 1-3 (Malhotra and Dash)
2	Conjoint Analysis	Reference Material Chapter 21 (Malhotra and Dash)
3	Analysis of Social Media Data	Facebook data
4	Category Driver Analysis	Reference Material
5	Positioning Parameters Analysis	Reference Material
6	Brand Track Analysis	Reference Material
7	Semiotic Analysis	Reference Material
8	Difference between qualitative and quantitative analysis	Reference Material Chapter 4-7 (Malhotra and Dash)
9	Discussion Guide	Case of Airtel
10	Content Analysis	Case of Vicks
11	Retail data analysis using coefficient scores	Reference Material Chapter 4-7/Chapter 17 (Malhotra and Dash)
12	Pricing Research	Reference Material
13	Product development research	Case of Dabur
14	Communication Evaluation Research	Case of Revital



5. Evaluation

Class Participation	10
Individual Assignment	30
Group Work (Article Reviews)	30
End-Term Exam	30

6. Academic Integrity

Focus is on authenticity. Kindly refer to manual of policy for code of conduct.