

Course Type	Course Code	Name of Course	L	T	P	Credit
DE	NMSD523	Marketing Research	3	0	0	3

Course Objectives

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

Learning Outcomes

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

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	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	The students will get a comprehensive understanding about the concept of marketing and the relevance of marketing research.
2	Marketing Research Process: Review business situation / define marketing Issue / Review available research, Division of Responsibility between Marketing and Marketing Research, Problem Identification / definition	10	This section deals with the detailed understanding of marketing research process and activities involved at each stage of marketing research process.
3	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	The students will learn about the detailed procedure necessary for obtaining the information needed to structure and / or solve marketing research problems.
4	Quantitative Research, Methodology: Hypotheses development, Sampling, Questionnaire design, Measurement Scaling, Data Collection, Field Procedures	8	This section deals with the hypothesis development and detailed activities undertaken to test the hypothesis.
5	Data analysis: Types of data, Cross tabulations, Descriptive statistics, Statistical analysis, Introduction to multivariate data analysis Writing the Research Report/ Summary/Insights	8	Learn important statistical methods to analyze the data and develop reports.
	Total Lecture Hours	42	

Text Books:

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

Reference book:

Marketing Research: Text and Cases|4th Edition, Rajendra Nargundkar, McGraw Hill