

MK-602 Marketing Research
Full 2 credit course for PGDM-WE
Session Duration: 90 Minutes per session

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COURSE INTRODUCTION

The purpose of marketing research (MR) is to provide management with relevant, accurate, reliable, valid, and up to date market information. Competitive marketing environment and the ever-increasing costs attributed to poor decision making require that marketing research provide sound information. Sound decisions are not based on gut feeling, intuition, or even pure judgment. Managers make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs. They make decisions about potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance, and control. These decisions are complicated by interactions between the controllable marketing variables of product, pricing, promotion, and distribution. Further complications are added by uncontrollable environmental factors such as general economic conditions, technology, public policies and laws, political environment, competition, and social and cultural changes. Another factor in this mix is the complexity of consumers. Marketing research helps the marketing manager link the marketing variables with the environment and the consumers. It helps remove some of the uncertainty by providing relevant information about the marketing variables, environment, and consumers. Traditionally, marketing researchers were responsible for providing the relevant information and marketing decisions were made by the managers. However, the roles are changing, and marketing researchers are becoming more involved in decision making, whereas marketing managers are becoming more involved with research.

LEARNING OUTCOMES:

The objectives of the course are:

1. To gain in-depth conceptual understanding of statistical methods of data analysis.
2. To be able to relate management problem with relevant technique of statistical analysis.
3. To gain proficiency in operating statistical analysis tools (SPSS and Excel).
4. To gain proficiency in generating consumer insights out of marketing research.

COURSE PEDAGOGY:

The teaching methodology will be a combination of classroom lectures which should encourage active participation, discussions, and debates. Marketing Research is a hands-on course designed to impart

education in the analytical skills in social sciences and business management. Students would be exposed to various types of analytical skills. Once equipped with this knowledge, participants would be well placed to conduct disciplined research in an area of their choosing. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

COURSE READINGS

The following books are being referred for the course.

1. Chawla, D., & Sondhi, N. (2016). *Research Methodology - Concepts and Cases* (2nd ed.). Noida, India: Vikas Publications.
2. Malhotra, N. K. (2015). *Marketing Research - An Applied Orientation* (7th ed.). New Delhi: Pearson Education India.

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions.

COURSE EVALUATION CRITERIA:

The evaluation process for the course would constitute of the following:

1. Class Participation	10%
2. Class Quiz	20%
3. Group Assignment (Report)	30%
4. End Trimester	50%

Class Participation: The cases would be discussed in the class and the participation gauged during the presentation. Marks would be allotted basis of argumentation skills, convincing skills and analytical skills with respect to the case

Class Quiz: A paper and pen based (or computer based) test would be conducted by the instructor during the course for 20 marks. The objective is to ensure a learning so that participants can refresh their knowledge on the go.

Group Assignment (Report): The participants will have to reanalyze the data which they had collected during the research methodology course and submit a new report incorporating the various tools and techniques learned during the course. The teams if they so desire can also conduct a new project

It should be further be noted that:

1. The maximum word limit for the assignment will be 3000 words +/- 10% (excluding annexure)
2. Citations should be properly provided using APA style

PREREQUISITE FOR THE COURSE:

- It is expected that the students will brush up their understanding of the **C-12 Research Methodology** course – which has already been taught to them in May and June 2018.
- The analysis and the end term would be on **SPSS software**. It is advised that the students should have access to SPSS software either on their laptops or on some common facility.
- In case SPSS is not available then the students are advised to download and install JASP from (<https://jasp-stats.org/>) – which can be used for modules 2-7

SESSION PLAN:

The following session plan would be adhered to by the faculty:

Session	Topic to be covered	Additional Notes
1	Introduction to SPSS <i>What is SPSS? How to get data into SPSS. Basic descriptive research using SPSS. Basic Plots using SPSS</i>	
2	Categorical Data Analysis <i>Contingency Tables, Chi-Square Goodness of Fit test, Chi-Square Independence of attributes test, Contingency Tests – Yates Test, Phi Test, Contingency Test and Cramer's V</i>	
3	Correlation Analysis <i>Measuring Relationships, Scatterplots, Bivariate Correlations – Pearson, Spearman, Kendall's Tau, Biserial and Point Biserial Correlation, Partial Correlations,</i>	
4	Regression Analysis <i>Simple and Multiple Regression, Method of Least Squares, Assessing Goodness of Fit – Sum of Squares, R and R², assessing individual predictors, Checking the Assumptions,</i>	
5	Practice Session – I <i>Students will be given a dataset which they have to analyze and interpret using the techniques of lesson 1-4 using SPSS</i>	Laptop Required
6	Analysis of Variance (ANOVA) & Covariance (ANCOVA) <i>Theory and Assumptions, Planned Contrast, Post Hoc Comparison, Calculating Effect Size, Reporting ANOVA</i>	
7	Exploratory Factor Analysis <i>Introduction, EFA versus PCA, Theory behind EFA and PCA, Factor Extraction, Eigenvalues and Scree Plots, Sample Size, Reliability Analysis, Cronbach Alpha, Reporting the results</i>	
8	Cluster Analysis <i>Basic Concepts, Conducting Cluster Analysis, deciding on the number of clusters, Assess Reliability and Validity, Hierarchical and Non-Hierarchical Cluster Analysis</i>	
9	Practice Session – II <i>Students will be given a dataset which they have to analyze and interpret using the techniques of lesson 1- 8 using SPSS</i>	Laptop Required
10	Discriminant Analysis (2 Group DA) <i>Basic Concepts, DA Model, Statistics associated with DA, , Estimating the DA function, Estimating Significance of DA, assess validity of DA, Interpreting and reporting the results</i>	
11	Multi-Dimensional Scaling <i>Basic Concepts of MDS, Conducting MDS, Formulating the problem, obtaining input data, Select MDS procedure, Label Dimensions and interpret results, Assumptions and limitations</i>	
12	Conjoint Analysis <i>Basic concepts, Conducting Conjoint Analysis, Assumptions and Limitations of Conjoint Analysis.</i>	
13	Question Answer and Doubt Clearing Session	