



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
PROGRAMME NAME: POST GRADUATE DIPLOMA IN MANAGEMENT (WE)
MARKET RESEARCH (MK-602)
CREDIT: (3 credits)
SESSION DURATION: 90 MINUTES

TERM: VI
YEAR: 2019-2020
BATCH: PGDM-WE 2018-20

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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:

1. To gain conceptual understanding of statistical methods of data analysis (L01)
2. To be able to relate management problem with relevant techniques (L02)
3. To gain proficiency in applying statistical methods to marketing problems (L03)
4. To gain proficiency in generating consumer insights out of research (L04)

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:

Component	Weightage	Duration	Key Objectives Tested
Class Participation	10%	Ongoing	L01, L02
Class Quiz	10% + 10%	10 minutes	L03
Project Assignment	20%	Ongoing	L01 L02 L03 L04
End Trimester Exam	50%	2 ½ Hours	L03 L04

Class Participation: The class would focus on discussion and the participation gauged during the discussion. 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.

Project Assignment (Report): The project assignment can be either done individually or in groups. In the project assignment the participants can choose any one of the following methods: (a) Reanalyze the data which they had collected during the research methodology course or (b) collect a new set of data and analyze the same. The participants need to submit a report incorporating the various tools and techniques learned during the course.

It should be further be noted that: (a) The maximum word limit for the assignment will be 3000 words +/- 10% (excluding annexure) (b) Citations should be properly provided using APA style

Pre-requisite for the Course:

- It is expected that the students will brush up their understanding of the **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 **PSPP Software** – an open source clone of SPSS - which is available for free at <https://www.gnu.org/software/pspp/>. The download link for windows binaries are at <http://pspp.awardspace.info/>

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

Session	Topic to be covered	Learning Objectives	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>	L01	
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>	L01 L02	
3	Correlation Analysis <i>Measuring Relationships, Scatterplots, Bivariate Correlations – Pearson, Spearman, Kendall's Tau, Biserial and Point Biserial Correlation, Partial Correlations,</i>	L01 L02 L03	
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>	L01 L02 L03	
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>	L01 L02 L03 L04	Laptop Required
6	Analysis of Variance (ANOVA) & Covariance (ANCOVA) <i>Theory and Assumptions, Planned Contrast, Post Hoc Comparison, Calculating Effect Size, Reporting ANOVA</i>	L01 L02 L03	

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>	L01 L02 L03	
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>	L01 L02 L03	
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>	L01 L02 L03 L04	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>	L01 L02 L03	
11	Conjoint Analysis <i>Basic concepts, Conducting Conjoint Analysis, Assumptions and Limitations of Conjoint Analysis.</i>	L01 L02 L03	
12	Case Discussion	L01 L02 L03	To be announced
13	Writing a Research Report	L01 L02 L03	

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