



DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
TIRUCHIRAPPALLI - 620 015, TAMIL NADU, INDIA

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COURSE PLAN – PART I			
Course Title	Marketing Research		
Course Code	MB 725	No. of Credits	2
Course Code of Pre-requisite subject(s)	-		
Session	Feb 2020 - Apr 2020	Section	
Name of Faculty	Dr. S.Nivethitha	Department	MBA
Email	snive@nitt.edu	Telephone No.	
Name of Course Coordinator(s) (if, applicable)	NIL		
E-mail		Telephone No.	
Course Type	<input checked="" type="checkbox"/> Core course <input type="checkbox"/> Elective course		
SYLLABUS			
<p>Unit I: Marketing Research Nature and Scope of Marketing Research- Conceptual aspects involved in marketing research- Marketing research and marketing information system, marketing research process. Identification of marketing research Problems, Formulation of marketing research objectives.</p> <p>Unit II: Research Design, Exploratory and Descriptive Introduction to research design, Exploratory- secondary data, qualitative research, Descriptive research- survey and observation.</p> <p>Unit III: Causal research, Field work, Measurement and Scaling Causal research – Experimentation, field work, Measurement – types of primary measurement, Scaling Concepts, Different kinds of scaling and their applicability, Scaling Techniques.</p> <p>Unit IV: Questionnaire Design and Sampling Design Questionnaire design and development, Concept of sampling, Sampling types, merits and demerits, sample size determination- Point estimate, interval estimate and statistical power.</p> <p>Unit V: Data analysis, Application of Marketing Research & Report Writing Data preparation, introduction to univariate, bivariate and multi variate data analysis. Product Research, Advertising research, Market and sales analysis research, Marketing Research Agencies in India, Report writing</p> <p>Text Books 1. Naresh K. Malhotra & Satyabhushan Dash, “<i>Marketing Research – An applied Orientation</i>”,</p>			

Pearson, 6th Edition, (2012)

References

1. Carl Mcdaniel and Roger Gates, “*Contemporary Marketing Research*” South Western College Publishing, Singapore, 4th Edition.,(1999)
2. Tull, D.S. and Hawkins D.J. , “*Marketing Research – Measurement and Method*” Prentice Hall, New Delhi, 6th Edition, (2009)
3. Kinnear.T.C. and Taylor Jr “*Marketing Research*”, Mcgraw Hill, New York,(1991)
4. Green and Tull “*Marketing Research*”, Prentice Hall, New Delhi.
5. A.Parasuraman, “*Marketing Research*”, Addison Wesley Publishing Company.
6. Seymour Sydman and Edward Blair, “*Marketing Research – A Problem Solving Approach*”, Mcgraw-Hill International Editions, Singapore,(1998), 1st Edition.
7. Joseph F. Hair, Jr, Robert P.Bush, David J .Ortinau, “*Marketing Research – Within a Changing Information Environment*”, Tata Mcgraw-Hill co, New Delhi, 2nd Edition,(2003)
8. Rajendra Nargundkar, “*Marketing Research: Text and Cases*”, Tata Mcgraw-Hillco, New Delhi, 2nd Edition, (2000)
9. Gilbert A. Churchill Jr. “*Marketing Research: Methodological Foundations*” Dryden Press, 7th Edition, (1997)

COURSE OBJECTIVES

To deeper insight into the plan and implementation of various research designs for collecting vital marketing information for marketing decisions.

COURSE OUTCOMES (CO)


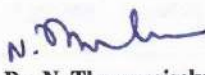
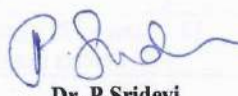
Course Outcomes	Aligned Programme Outcomes (PO)
1. To understand the role of marketing research in marketing decisions	1,10
2. To acquire knowledge on various research designs	1,5,7
3. To design and execute the appropriate research designs for the given problem	1,4,8
4. To learn the process of questionnaire development and sample size determination	1,4,8
5. To understand the significance of data preparation and analysis and report writing	2,4,6,8

COURSE PLAN – PART II**COURSE OVERVIEW**

This course provides the familiarity with fundamentals of research and its application in the context of marketing

COURSE TEACHING AND LEARNING ACTIVITIES

S.No.	Week	Topic	Mode of Delivery
1.	2 nd week of February 2020 Class – 1 st week (3 Contact Hours)	Nature and Scope of Marketing Research- Conceptual aspects involved in marketing research - Marketing research and marketing information system	Lecture - Chalk & talk – Kellogg’s Marketing Research case
2.	Class- 2 nd week (3 Contact Hours)	Marketing research process. Identification of marketing research Problems, Formulation of marketing research objectives	Lecture - Chalk & talk – Case on E-vehicle launch
3.	Class- 3 rd week (3 Contact Hours)	Introduction to research design, Exploratory- secondary data,	Lecture - Chalk & talk – Kellogg’s Marketing Research Case
4.	Class- 4 th week (3 Contact Hours)	Qualitative research, Descriptive research- survey and observation.	Lecture - Chalk & talk – Formulating the research design for real-time project
5.	Class- 5 th week (3 Contact Hours)	Causal research – Experimentation, field work,	Lecture - Power Point Presentation & Chalk & talk
6.	Class- 6 th week (3 Contact Hours)	Measurement – types of primary measurement, Scaling Concepts, Different kinds of scaling and their applicability, Scaling Techniques.	Lecture - Chalk & talk & Activity – Scale development
7.	7 th week	Cycle Test for VI Trimester	-
8.	Class- 8 th week (3 Contact Hours)	Questionnaire design and development	Lecture - Chalk & talk; Scale development for Case on E-vehicle launch
9.	Class – 9 th week (3 Contact Hours)	Concept of sampling, Sampling types, merits and demerits, sample size determination	Lecture - Chalk & talk & board
10	Class - 10 th week (3 Contact Hours)	Data preparation, introduction to univariate, bivariate and multi variate data analysis.	Lecture – SPSS Hands on
11	Class - 10 th week (3 Contact Hours)	Product Research, Advertising research, Market and sales analysis research,	Lecture - Power Point Presentation; Chalk & talk
12	Class – 12 th week (3 Contact Hours)	Marketing Research Agencies in India, Report writing	Lecture - Power Point
13	April 2020	Trimester Exam Begins	

COURSE ASSESSMENT METHODS				
S.No.	Mode of Assessment	Week / Date	Remarks	% Weightage
1.	Group Live Project	Throughout the course	Group	15%
2.	Case Discussion	Throughout the course	Participation during Case Discussion in class	15%
3.	Class test	4 th and 9 th week	30 minutes	20%
4.	Trimester Examination	April 2020	3 Hours	50%
Note:				
A. Attending all the assessments (Assessment 1 to 4) is MANDATORY for every student.				
B. Every student is expected to score minimum 40% (i.e., 40 marks) to pass the course. Otherwise the student would be declared fail and 'F' grade will be awarded.				
COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)				
<ul style="list-style-type: none"> - Feedbacks are collected before final examination through MIS or any other standard format followed by the institute - The students may also give their feedback during Class Committee Meeting. 				
Course Policy (including compensation assessment to be specified)				
<ul style="list-style-type: none"> • Retest will be conducted only to the students who got prior permission before the class test • Assignment late submissions will not be allotted any marks 				
<u>ATTENDANCE POLICY:</u>				
<ul style="list-style-type: none"> - At least 75% is mandatory to write the trimester examination. - A maximum of 10% shall be allowed under On Duty (OD) category - Students with less than 65% of attendance shall be prevented from writing the final assessment and shall be awarded 'V' grade. 				
<u>ACADEMIC HONESTY & PLAGIARISM:</u>				
<ul style="list-style-type: none"> - Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty - Zero marks will be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark. - The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office - The above policy against academic dishonesty shall be applicable for all the programmes. 				
ADDITIONAL INFORMATION				
- The students can get their doubts clarified at any time with their faculty member with prior appointment.				
FOR APPROVAL				
 Dr. S. Nivethitha Course Faculty		 Dr. N. Thamaraiselvan Chairman(Class Committee)		 Dr. P. Sridevi HoD