

# Marketing Research: Syllabus

## 1. Introduction To Marketing Research

- Role of marketing research in marketing
- Definition
- Scope
- Significance
- Limitations
- Obstacles in acceptance
- Ethics in marketing research
- Difference between Marketing Research and Market Research
- Introduction to Market Research
- Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance and Limitations of Market Research.
- Prominent Research agencies in India
- Jobs in marketing research – skill sets required - job and growth prospects

## 2. Marketing Intelligence system

- What is marketing intelligence?
- Marketing Decision Support System components
- Scope and Significance of Marketing Intelligence in decision making
- Quality and quantity of Market Information
- Value of information
- Decision tree and Bayesian analysis concept
- Types of market information.

## 3. Research process

- Introduction
- Identification of Management Problem
- Formulation of Research Problem
- Steps in Research Process
- Common Research Errors
- Evaluation and Control of the Marketing Research Efforts

## 4. Research designs

- Introduction
- Definition of Research Design
- Types of Research Design
- Exploratory Research
- Conclusive Research

## 5. Sources and collection of Secondary Data.

- Introduction
- Types of data
- Secondary data
- Advantages & Limitations of secondary data
- Internal Sources
- External Sources

## 6. Sources and collection of Primary Data.

- Primary Data
- Advantages & Limitations of primary data
- Methods of Collecting Primary Data
- Survey method of Primary Data Collection
- Questionnaire Design
- Observation Method
- Consumer Panel Method
- Experimental Research Method
- Others

## 7. Scaling Techniques

- Concept of Attitude
- Types of Scales
- Criterion for good scale
- General Procedure in Attitude Scaling
- Selected Attitude Scales
- Limitations of Attitude Scale

## 8. Sampling Design

- Some basic Terms
- Advantages of Sampling
- Disadvantages of Sampling
- The sampling process
- Sampling methods
- Characteristics of Good Sampling Design
- sampling and non sampling errors
- Sample size calculation (Numerical expected)
- Practical considerations in determining sample size.

## 9. Data analysis

- Data Processing
- Data Analysis
- Univariate analysis
- Bivariate analysis
- Multivariate analysis
- Simple and cross tabulation

- Simple and multiple regression
- Factor analysis.

## 10. Hypothesis testing

- Introduction
- What is Hypothesis
- Types of tests and test selection
- One sample test
- Two-Independent Sample tests
- Two-related sample tests
- Chi-square test
- Tests for large and small samples (Numerical expected)

## 11. Report writing

- Purpose of Report
- Classification of Report
- Functions of Research Report
- Types of Reports
- Principles of report writing
- Fundamentals of good reports

## 12. Applications of Marketing Research:

- Cluster analysis for identifying market segments
- Conjoint analysis for Product research
- Multi-dimensional scaling
- Discriminant analysis and perceptual mapping for Brand positioning research
- Advertising research
- Market and Sales Analysis
- Sales forecasting – objective and subjective methods
- Test marketing
- Multidimensional scaling - positioning research
- Pricing Research
- Shop and retail audits
- Readership surveys and viewer ship surveys
- Brand Equity Research
- Brand name testing
- Promotion research
- Consumer Behaviour Research
- Distribution Research
- Market development research
- Cool hunting – socio cultural trends
- Demand Estimation research
- Test marketing
- Sales forecasting – objective and subjective methods

- Industrial versus consumer marketing research.
- Export Market Research

### 13. Web based marketing research

- Using the internet for collecting secondary data
- Use of internet for primary data
- Advantages and limitations in data collection keeping in mind reach, analysis, accuracy, time.

### 14. Setting up & Implementation of Marketing Research Project.

- Introduction
- Steps in formulating Market Research Projects

## **CASES/CASELETS TO BE INCORPORATED IN QUESTION PAPER**

### **Reference Books**

Market research-G.C.Beri

Marketing Research-Rajendra Nargundkar(Tata Mc)

Research for Marketing Decisions by Paul Green, Donald Tull

Business Research Methods-Donald R.Cooper.

Marketing Research, Concept & Cases – Cooper Schindler.

Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn

Marketing Research –Aakar, Kumar, Day

Marketing Research by Ramanuj Majumdar

Marketing Research by Mishra

Marketing Research by M.V.Kulkarni

Marketing Research by D.M. Sarawte.

Marketing Research – Thomas C. Kinnear

Marketing Research –Aakar, Kumar, Day