

Semester	III	Specialization	Marketing
Course Code	305MKT	Type	Subject – Core
Course Title	Contemporary Marketing Research		

Course Objectives:

1	To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
2	To design and produce, evaluate a research proposal & understand the quality of research studies.
3	To learn the basic skills to conduct professional marketing research.
4	To understand the applications of business research tools in Marketing decision making.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction to Marketing Research & Applications of Research Designs:</p> <p>Meaning & role of Marketing Research, Role of Information in Marketing Decisions, Marketing Research – Sequence of Steps, Meaning & Types of Research Designs – Exploratory, Descriptive & Causal, concept of validity & reliability of a research study.</p> <p>Problem Formulation, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action, Translating decision problem to research problem, Preparing & Evaluating Marketing Research proposal.</p> <p>Formulating hypotheses using exploratory research techniques like literature survey, experience survey & analysis of cases. Meaning of Qualitative research & applications of Depth Interviews & Focus Groups in marketing</p> <p>Applications of longitudinal studies in consumer panels, retail shop audit, media audience tracking studies like TRP, brand tracking studies.</p>	6+2
2	<p>Data Collection – Questionnaires & Scaling:</p> <p>Designing questionnaires & observation forms for different marketing research situations – study of consumer behavior, advertising copy research, media research like readership surveys, opinion polls, retail surveys to understand market potential, channel behavior, mystery shopping etc.</p> <p>Scale Construction, Specifying domain, generating scale items, Basic Scaling Issues like number of scale points, odd number Vs. even number of options, balanced Vs. unbalanced scale, forced Vs. unforced scale, verbal & pictorial</p>	8+2

	<p>description of response categories.</p> <p>Scale Purification Process, Deleting scale items using correlations with total score, Reliability Testing using Chronbach Alpha, Validity Testing – Face Validity, Content Validity, Construct Validity, Convergent Validity & Discriminant Validity.</p> <p>Applications of Likert, Semantic Differential & Staple Scales for positioning research, brand research, attitudinal studies, customer satisfaction research.</p>	
3	<p>Experimental Designs & Sampling:</p> <p>Experimentation in Marketing Research, Basic/ classical designs: before – after, before – after with control group, after only with control group, four groups – six study design. (Applications expected with interpretation of data)</p> <p>Statistical Designs, Randomized Block Design, Latin Square Design, Factorial Design, Applications related to Test Marketing, study of effectiveness of advertising & sales promotional campaigns.</p> <p>Case studies on sampling decisions like defining universe, sampling unit, sampling element, choice of sampling frame, determining sample size for probability & non-probability sampling methods & choice of final sample by using appropriate sampling methods in a step by step manner.</p>	6+2
4	<p>Data Analysis – I:</p> <p>Testing hypothesis for one mean, two means, two proportions. (Numerical expected with practical examples)</p> <p>Chi Square Test, Observed & Expected Frequencies, ANOVA – One & Two way (numerical expected with practical examples)</p> <p>Conjoint Analysis, Conceptual basis, procedure, type of data required, key decision, how to interpret output, applications to study trade off patterns of consumers as related to different levels of marketing mix elements (Question on interpretation of output is expected)</p> <p>Factor Analysis, Conceptual basis, type of data required, procedure, PCA, Interpreting factor matrix (factor loadings, communalities, Eigen value), determining number of factors using latent root criteria & scree test, interpreting & naming factors, applications in consumer behavior studies (Question on interpretation of output is expected)</p>	7+2
5	<p>Data Analysis – II:</p> <p>Cluster Analysis, Conceptual basis, type of data required, procedure, clustering methods – single linkage rule, how to interpret output, applications related to psychographic & lifestyle market segmentation (Question on interpretation of output is expected)</p>	8+2

	<p>Multi- dimensional Scaling & Perceptual Mapping, Conceptual basis, type of data required, key decision- attribute based versus non-attribute based approaches, procedure, how to interpret output, applications related to target market selection & positioning (Question on interpretation of output is expected)</p> <p>Discriminant Analysis (Two Group Case), Conceptual basis, type of data required, determining the coefficients, interpreting discriminant function & classifying subjects using discriminant function, applications in marketing (Question on interpretation of output is expected)</p>	
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Learning Resources:		
1	Text Books	<p>Marketing Research - An Applied Orientation by Malhotra and Dash, Pearson Education.</p> <p>Marketing Research by Churchill, Jr, G.A. and D. Iacobucci (2005), South Western: Cengage, 9th Edition.</p> <p>Marketing Research, Zikmund, Babin, Cengage Learning</p>
2	Reference Books	<p>Marketing Research by Boyd, H.P., R. Westfall and S. F. Stasch. (2004), Delhi: A.I.T.B.S., 7th Edition.</p> <p>Marketing Research by Burns, G.A. and D. Bush (2006), South Western: Cengage, 9th Edition.</p> <p>Marketing Research by Green, P.E., Tull, D.S. and G. Albaum (2007), New Delhi: Prentice Hall of India, 5th Edition.</p>
3	Supplementary Reading Material	<p>Marketing Research by Luck, D.J. and R.S. Rubin (2005), New Delhi: Prentice Hall of India, 7th Edition.</p> <p>Marketing Research by Tull, D.S. and D.I. Hawkins (2004), New Delhi: Prentice Hall of India, 6th Edition.</p>
4	Websites	<p>http://www.nielsen.com/in/en.html</p> <p>http://www.ipsos.com/</p> <p>https://www.globalopinionpanels.com/home</p> <p>www.jdpower.com/</p> <p>http://www.ncaer.org/</p> <p>http://www.marketresearch.com/</p>
5	Journals	<p>A Paradigm for developing Better Measures of Marketing Constructs, by Churchill, G. A., Jr. , Journal of Marketing Research, 26 (February) 1979, pp.64-</p>

		<p>73.</p> <p>A Comparison of Multidimensional Scaling Methods for Perceptual Mapping by Bijmolt, Tammo H. A.; Wedel, Michel. Journal of Marketing Research (JMR). May99, Vol. 36 Issue 2, p277-285.</p> <p>A survey of the challenges and pitfalls of cluster analysis application in market segmentation by Tuma, Michael N.; Decker, Reinhold; Scholz, Soren W., International Journal of Market Research. 2011, Vol. 53 Issue 3, p391-414.</p> <p>Improving the Predictive Power of Conjoint Analysis: The Use of Factor Analysis and Cluster Analysis by Hagerty, Michael R., Journal of Marketing Research (JMR). May85, Vol. 22 Issue 2, p168-184.</p> <p>An Examination of the Factors Influencing Consumers' Attitudes Towards Social Media Marketing by Akar, Erkan; Topcu, Birol, Journal of Internet Commerce. Jan-Mar2011, Vol. 10 Issue 1, p35-67.</p> <p>Setting Sales Quotas with Conjoint Analysis by Darmon, René Y., Journal of Marketing Research, Feb1979, Vol. 16 Issue 1, p133-140.</p>
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