

MKM 207: Market Research

Credits: 3
Lecture Hours: 48

Course Objective

The basic objective of this course is to make students understand the concept of marketing research, basic techniques of identifying research problems, developing the research methodology, preparation of research proposal and research report. In addition, it also aims to give practical knowledge to the students about the use of various analytical tools in marketing research.

Course Description

This course contains introduction, defining research problem and setting research objective, review of literature, developing research plan, data collection, analysis and interpretation, preparation of report and reporting, Applications of Marketing Research, Preparation of Research Proposal.

Course Details

Unit 1: Introduction

LH 8

Meaning and nature of marketing research; Role of marketing research in strategic decision making; Types of marketing research; Scope of marketing research; Factors affecting marketing research decisions; Limitations of marketing research; Ethics in marketing research; Process of marketing research: *defining research problem and objective setting, reviewing the literature, developing plan for research methodology, data collection, analysis and interpretation of data, and preparation of research report.*

Unit 2: Defining Research Problem and Setting Research Objective

LH 5

Concept of research problem and Problem identification; Components of a research problem; Steps of problem identification; Problem formulation: Statement of the problem; Meaning of research objective, setting the research objectives. Formulation of hypothesis

Unit 3: Review of Literature

LH 5

Meaning and significance of review of literature; Sources of literatures; Process and Techniques of literature review;

Unit 4: Developing Research Plan

LH 8

Developing the research methodology; Components of research methodology – research design, source and nature of data, data collection procedure, population and sample, technique of data collection, use of analytical tools; Concept of research design; Characteristics of a good research design; Components of research design; Types of research design; qualitative and quantitative research. Sampling: concept and terminologies; importance of sampling; Types of sampling

Unit 5: Data Collection, Analysis & Interpretation

LH 8

Introduction; Collection of secondary data: sources of secondary data; problems used in secondary data. Collection of primary data: Observation, questionnaire survey, experiment: merits and demerits. Questionnaire: meaning and types; questionnaire development process; Data analysis: concept and methods of data analysis; Use of statistical and mathematical tools in marketing research; types of scale used in research; Meaning and significance of interpretation of facts.

Unit 6: Preparation of Report and Reporting**LH 4**

Report writing; Types of reports; General guidelines for report writing; Format of a marketing research report

Unit 7: Applications of Marketing Research**LH 6**

Areas of marketing research; Research for market segmentation; Product research; Advertising research; Sales and Distribution research; Consumer research; Attitude and psychographic research;

Unit 8: Preparation of Research Proposal**LH 4**

Meaning and significance of research proposal; Contents of a marketing research proposal;

Basic Books

Boyd, H. W., Westfall, R., & Stasch, S. F. (1998). *Marketing Research: Text and Cases*. Illinois: Rechar D Irwin Inc.

Kerlinger, Fred N., *Foundations of Behavioral Research*, Surjeet Publications, Delhi.

Reference Books

Beri, G. C., *Marketing Research*. New Delhi: Tata McGraw Hill Education Private Limited.

Easwaran, S., & Singh, S. J. , *Marketing Research: Concepts Practices and Cases*. New Delhi: Oxford University Press.

Mouly, George J., *The Science of Educational Research*, Eurasia Publishing House (Pvt) Ltd, New Delhi.