

**Master of Business Administration  
MBA Semester III  
Marketing Management Specialization**

**MM-01: Marketing Research**

**Marks: 100**

**Duration: 60 Hrs.**

**CREDITS: 4**

**Objective:** The course is intended to help students get acquainted with various research concepts, techniques and procedures, and to develop their ability to conduct, evaluate, use and present research findings.

**Course Outcomes:** The successful completion of this course shall enable the student to:

**CO1:** Understanding the nature and scope of marketing research

**CO2:** Compare and contrast between different types of research designs and learn their applications

**CO3:** Learn different methods of data collection and Interpretation of Data so collected

**CO4:** Develop an understanding of sampling designs, its methods and their application

**CO5:** Applying marketing Research in deciding marketing mix accordingly write a report

**Contents**

<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
I	Marketing Research –Meaning and Importance Stages in the Marketing Research Process. Scope of Marketing Research Function. Problem Formulation. Choice – Criterion Models.	11
II	Research Design – Meaning and Importance. Causality: The basis of Classification of various Types of Research Designs. Exploratory, Descriptive. Quasi – Experimental and Experimental Research Designs.	11
III	Data Collection. Types and Sources of Secondary Data. Basic Methods of Collecting Data. Different Methods of Communication. Tabulation. Analysis and Interpretation of Data. Questionnaire Planning and Execution	11
IV	Sampling and Sampling Designs: Basic Concepts. Steps in the Sampling Process. Probability Sampling Methods, Non-Probability Sampling Methods.	11
V	Application of marketing Research. Market Segmentation. Product Research. Price Research. Distribution Research, Advertising Research, Sales Promotion Research. The Marketing Research Report.	11
	Small group learning exercise involving discussion, role-play, presentations by students	5
	<b>TOTAL</b>	<b>60</b>

**Readings:**

1. Naresh K. Malhotra and Satyabhusan Das (2019). Marketing Research: An Applied Orientation (Seventh Edition) Pearson
2. Gerardus Blokdyk (2019). Marketing Research A Complete Guide – 2020, 5starcooks
3. Malhotra, N., & Dash, S. (2015). Marketing Research: An Applied Orientation (6th ed.). New Delhi: Pearson.
4. Burns, A. C., Veeck, A.F. & Bush, R. F. (2017). Marketing Research (8th ed.). New Delhi: Pearson.
5. Boyd, Westfall and Stasch (1985). Marketing Research, R.D. Irwin
6. GERALD GREEN, PAUL E., TULL, DONALD S., ALBAUM (2009). Research for Marketing Decisions.
7. Duck and Rubin (1987). Marketing Research.

**Pedagogy:**

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

**Teaching Plan:**

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

**Facilitating the achievement of Course Learning Outcomes**

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to understand concept of marketing research	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, Case Study Analysis
II	Ability to Compare and contrast between different types of research designs and apply the same	Lecture/Video/ Case Studies/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, Case Study Analysis
III	Ability to Learn methods of data collection and Interpretation of Data so collected	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, Case Study Analysis
IV	Ability to Develop an understanding of sampling designs, its methods and their application	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, Case Study Analysis

V	Ability to apply marketing Research in designing marketing mix and accordingly writing a report	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, Case Study Analysis
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