



MARKETING RESEARCH AND ANALYSIS

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INTENDED AUDIENCE : Corporate executives, U.G, P.G and PhD students from the management discipline. It is a core as well as elective course for UG and PG.

INDUSTRIES APPLICABLE TO : All Industries both in Public and Private space, academic institutions and Research organizations

COURSE OUTLINE :

Marketing research is involved with the linking of the manufacturers, intermediaries and the customers through information. It helps in identifying the recent trends in habits and behaviours of consumers through a research process. Some of the key applications of this study is to create a better product, decide the right price, distribution system and the promotional mechanism to attract customers and make a difference within the competition. It uses research tools in understanding the customer and segmenting the market. Some of the research tools are qualitative and quantitative in nature as well. Some of the frequently used techniques are like focus group study, TAT, projective techniques, regression analysis, factor and cluster analysis, discriminant analysis, structural equation modeling, multidimensional scaling and conjoint analysis etc. and other multivariate techniques.

ABOUT INSTRUCTOR :

Prof. Jogendra Kumar Nayak is the Associate Professor in Marketing in the Department of Management Studies, Indian Institute of Technology Roorkee. He is a Ph.D. degree holder from the Indian Institute of Technology Kharagpur. He teaches marketing research in both spring and autumn semesters in IIT Roorkee. Along with it, he also teaches industrial marketing. He also stands credited for authoring a book on Retail Management which has been published by a reputed publishing house like Cengage. He has publications in most of the publishing houses such as Elsevier, Emerald, Sage and Taylor and Francis. His major research areas are Industrial Marketing, Consumer Behavior, and Tourism Management. He regularly conducts a workshop titled "Data Analysis for Research and Publication" which is attended by participants from educational institutes, Govt. organizations and industry as well.

COURSE PLAN :

Week 1: Introduction to Marketing Research, Defining Research Problem, Developing, Research Approach, Research Design, Qualitative Research.

Week 2: Qualitative Research, Projective Technique, Case Study, Descriptive Research, Design, Primary & Secondary Data, Research Error, Measurement & Scaling.

Week 3: Scale Development, Questionnaire & Form Design, Causal Research, Experimental Design & Sampling.

Week 4: Sampling, Hypothesis Development, Type I & Type II Errors, Data Preparation, Hypothesis Testing.

Week 5: Hypothesis Testing, Cross Tabulation, Correlation & Regression, Factor Analysis.

Week 6: Factor Analysis, SEM & CFA, Cluster Analysis.

Week 7: Cluster Analysis, Discriminant Analysis, Researching Rural Market, International Marketing Research.

Week 8: Ethics, Report Preparation, Multi Dimensional Scaling, Conjoint Analysis.

