



MARKETING RESEARCH AND ANALYSIS - II

PROF. J. K. NAYAK

Department of Management Studies
IIT Roorkee

INTENDED AUDIENCE : U.G, P.G and PhD students from the Management discipline and Social sciences, Corporate Executives

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

COURSE OUTLINE :

Marketing research and Analysis-II (Application oriented) is an extension of the course marketing research and analysis. In this course the emphasis has been laid on the practical side of research and data analysis. It is intended to give a step by step approach for researchers who are involved in data analysis for their thesis and publication work. Industry practitioners can have a real time feel of the data analysis process. It describes the tools covered under multivariate data analysis techniques which students and practitioners find slightly confusing and thus, this course would answer their queries and help them progress in their respective fields of research. It uses research tools like univariate tests, deep analysis of various regression analysis techniques, factor and cluster analysis, discriminant analysis and SEM in details etc. along with non-parametric techniques also. SPSS and AMOS software has been used and explained for data analysis. Most importantly interpreting the data and finally writing for a research work has been explained for all the techniques.

ABOUT INSTRUCTOR :

Prof. J.K.Nayak is a faculty in the Department of Management Studies at IIT Roorkee. He is a Civil engineer, MBA and PhD from VGSOM, IIT Kharagpur. Currently he teaches marketing research at IIT Roorkee. He has completed 9 short term courses on Data analysis and a QIP on the same in the last 6 years itself. His first NPTEL Video course on marketing research and analysis that has been quite popular and thus being rerun for the second time. He has delivered extensive lectures on the same subject at places like IIM Sirmour and Symbiosis, Pune. Apart from these Dr. Nayak has published almost 30 international publications in journals with reputed publishers such as Elsevier, Emerald, Sage, Springer etc. Recently he has published a book with Cengage publications on Retail management. He is a reviewer for various international journals such as Journal of retailing and consumer services and tourism management perspectives etc. He is also a member of bodies such as Ministry of Home affairs, India and on the board of private limited companies such as SRKay consulting. He has been involved in the startup ecosystem as a mentor at IIT Roorkee and IIM -Ahmedabad.

COURSE PLAN :

Week 1: Introduction to marketing research

Week 2: Marketing research process and hypotheses development

Week 3: Research design

Week 4: Data purification and handling

Week 5: Hypothesis testing

Week 6: Non-parametric test

Week 7: Introduction to ANOVA & ANCOVA

Week 8: ANOVA, ANCOVA, MANOVA & MANCOVA in SPSS

Week 9: Correlation and regression

Week 10: Various types of regression and discriminant analysis

Week 11: Exploratory and Confirmatory factor analysis

Week 12: Structural equation modelling & cluster analysis

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