



M.B.A. Semester III

MARKETING SPECIALISATION

PM03EMBA26: MARKETING RESEARCH AND INFORMATION SYSTEMS

Course Code	PM03EMBA26	Title of the Course	MARKETING RESEARCH AND INFORMATION SYSTEMS
Total Credits of the Course	06	Hours per Week	06
Course Objectives:	<ol style="list-style-type: none">1. To enhance the students understanding of the marketing research industry.2. To develop skills required by the marketing researcher and understand different applications of Marketing Research3. To be able to exploit Marketing Research data for management decision making		

Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to the Marketing Research, problem definition, Research design and source of data, Types of data, Data collection approaches-survey method, observation method, mail survey	25
2.	Measurement, Scaling and Instrument Preparation-Questionnaire Design, Sampling Methods, Sampling Size decisions	25
3.	Data Preparation and Processing, Analysis and Interpretation of data-Analysis of Differences, Analysis of Experiments, investigation of associations.	25
4.	Factor Analysis, Cluster Analysis, multidimensional scaling, Presentation of Findings, Ethical issues in Marketing Research. Software applications to marketing research.	25





Teaching-Learning Methodology	Class session, Lab session for software demonstration, Assignments, Presentations, Discussion, Quiz, and projects
-------------------------------	---

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	30%
3.	University Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Be able to translate a marketing problem into a feasible research question.
2.	Plan and undertake quantitative or qualitative Market Research and demonstrate the ability to appropriately analyse data to resolve marketing issues.
3.	Be able to apply techniques like factor analysis, cluster analysis, multidimensional scaling with the help of software to solve the marketing problems.

Suggested References:	
Sr. No.	References
1.	Business Research Methods by Naval Bajpai, Pearson, Latest Edition.
2.	Marketing Research: An applied orientation by Naresh Malhotra, Pearson. Latest Edition
3.	Marketing Research: Text and Cases by Rajendra Nargundkar, McGraw-Hill, Latest edition
4.	Marketing Research: A South Asian Perspective, Churchill, Israel, Cengage learning., Latest Edition.





On-line resources to be used if available as reference material

On-line Resources

NPTEL Course on Marketing Research and Analysis

<https://nptel.ac.in/courses/110/107/110107080/>

NPTEL Course on Marketing Research and Analysis- II

<https://nptel.ac.in/courses/110/107/110107113/>

Marketing Research: An applied orientation by Naresh Malhotra: Data Sets

https://wps.prenhall.com/bp_malhotra_mr_6/127/32612/8348725.cw/index.html

Digital Library resources from

http://www.spuvvn.edu/administration/service_centres/library/digital_library.php

