

International Winter School Manipal University Jaipur (IWSMUJ2022)

Course Overview

Name of course: Marketing Research.

Name of instructor: Sreejith Ummathiriyan

Session: January 2022

Language of instruction: English

Number of contact hours: 36

Credit awarded: 03

Objective of course

Marketing research is an applied management discipline that is critical to understanding markets and customers in order to make better marketing decisions. The key objective of this course is to provide a learning environment for acquiring the essential working knowledge of when and how to conduct marketing research and the most effective way to communicate marketing information to support marketing decisions. This course gives hands on opportunity to conceive a research project study, design the study, execute it, and report the findings in a professional manner. The course project will reinforce and integrate the concepts learned in marketing, research methodology and business statistics courses taken up in previous terms

Syllabus

Marketing Research Fundamentals- Rationale for marketing research, scientific method and research. The Marketing Research Process and Types, Sampling fundamentals and Application of Sampling Methods to Marketing Problems. Data Collection and Tabulation. Preparation and Tabulation of Collected Data-recording, coding, tabulating, cleaning the data. Data Analysis- Univariate, Bivariate and Multivariate Analysis, brief on descriptive statistics, T Test, χ^2 Test, ANOVA, Regression, Multiple Regression, Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis. Application of Marketing Research – Identifying Market Segments, Product Research, Advertising Research and Market and Sales Analysis. Other Advances in Research and Analytics. Preparation of Final Marketing Research Report. Software to be used-MS-Excel, SPSS,

Organization of course

Total contact hrs 36		
1st week:	10 hrs (classes)	2 hrs (self-study/project)

2nd week:	10 hrs (classes)	2 hrs (Mid term exam/assessment/discussion)
3rd week:	10 hrs (classes)	2 hrs (End term exam)

Mode of lectures: online lecture/online videos/case study/ discussion/ workshop/ hands-on

Course Plan

Lecture no.	Topic	Lecture mode	Instructor
L: 1-6	Applications of Marketing Research -Limitations of Marketing Research-Secondary and Primary Research-Ethical considerations in Marketing Research-Information need- Defining the Research Objective-Designing the Research Methodology	Lecture plus discussion	Sreejith Ummathiriyen
L: 7-12	Plan for Sampling-Field Work, and Analysis- Analysis Plan and Expected Outcome Exploratory and Conclusive Research- Major Qualitative Research Technique- Experiments	Lecture plus discussion	Sreejith Ummathiriyen
L: 13-18	Designing Questionnaires for Market Research-Structured and Unstructured Questionnaires- Types of Questions - Reliability and Validity of a Questionnaire Sampling Techniques- Design of fieldwork- Selection of cities/ centers- Organizing Field Work- Quotas-Selection of Respondents- Control procedures on the field	Workshop plus hands-on activity	Sreejith Ummathiriyen
L: 19-24	Data Analysis- Univariate, Bivariate and Multivariate Analysis, brief on descriptive statistics, T Test, χ^2 Test, ANOVA,.	Lecture/ Workshop/ hands-on	Sreejith Ummathiriyen
L: 25-30	Regression, Multiple Regression, Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis	Lecture/ Workshop/ hands-on	Sreejith Ummathiriyen
L: 31-36	Application of Marketing Research – Identifying Market Segments, Product Research, Advertising Research and Market and Sales Analysis. Other Advances in Research and Analytics. Preparation of Final Marketing Research Report	Lecture/ Workshop/ hands-on	Sreejith Ummathiriyen

Brief profile of the instructor

Sreejith Ummathiriyen is an Assistant Professor of Practice at TAPMI School of Business, Manipal University Jaipur. He holds a master's degree in business administration from IIT Kanpur and a bachelor's degree in Electrical Engineering from NIT Calicut. He has over 15 years of industry/corporate/academic experience and has been associated with organisations like AC Nielsen, Ingersoll Rand, State Bank of India and XIME in the past.

