



# Marketing Research

MKT611

Course Overview

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## **Course overview**

This course focuses on the importance and purpose of Marketing Research, highlighting how to carry out efficient and effective Marketing Research techniques to make successful launching of the products. It will enable the students to write an effective marketing research report. It provides managerial knowledge that can enable students to utilize their talents in the practical life. It also provides an overview of different topics, allowing students to determine criteria through which they will be able to use different types of researches. It also provides how to write a good research report which includes proper research process, research objectives and research designs etc.

## **Target Audience**

This course has been designed for under-graduate students. It will provide overall knowledge of marketing research from basic understanding to learning of advanced concepts. It will also help the students to use various statistical techniques of data analysis in marketing research.

## **Objectives of Course**

- Ob1. To enhance the understanding about the key concepts of marketing research.
- Ob2. To make familiar with the contemporary issues in marketing research
- Ob3. To understand the importance of research design in marketing research.
- Ob4. To learn the mechanism of data collection and its usefulness in marketing research
- Ob5: To have an in-depth understanding of sampling and its role in marketing research
- Ob6: To learn about various statistical techniques and their application
- Ob7: To have in-depth understanding of the key elements of a marketing research report
- Ob8: To learn about the importance of marketing research report

## **Learning Outcomes**

After the completion of this course, the students will be able to:

1. Comprehend the core elements of marketing research
2. Analyze the implications of marketing research in business decision making
3. Develop a good research design for the marketing research project in hand
4. Develop a good data collection instrument, an appropriate sampling plan and organize the fieldwork
5. Analyze the collected data, both qualitatively and quantitatively.
6. Write a good marketing research report.

| Course Objectives  | Course Outcomes   | Graded Activities                                     |
|--|---|---|
| Ob1. To enhance the understanding about the key concepts of marketing research.<br>Ob2. To make familiar with the contemporary issues in marketing research                      | 1. Comprehend the core elements of marketing research<br>2. Analyze the implications of marketing research in business decision making. | Assignment no.01<br><br>Graded Discussion Board no.01 |
| Ob3. To understand the importance of research design in marketing research.  | 3. Select an appropriate research design for the marketing research project in hand.  | Assignment no.02                                      |
| Ob4. To learn the mechanism of data collection and its usefulness in marketing research<br>Ob5: To have an in-depth understanding of sampling and its role in marketing research | 4. Develop a good data collection instrument, an appropriate sampling plan and organize the fieldwork.                                  | Assignment no.03<br><br>Graded Discussion Board no.02 |
| Ob6: To learn about various statistical techniques and their application   | 5. Analyze the collected data, both qualitatively and quantitatively.   | Assignment no. 04                                     |
| Ob7: To have in-depth understanding of the key elements of a marketing research report<br>Ob8: To learn about the importance of marketing research report                        | 6. Write a good marketing research report.  | Graded Discussion Board no.03                         |

## **Course Contents**

Welcome to the course "Marketing Research". In this course, you will learn about very important concepts of marketing research and their implication in the life of an organization on real time basis.

This course starts with basics of marketing research with an emphasis on the role of marketing research in the field of marketing. It provides a deep insight into why and how marketing research is important to an organization. It takes into account the various steps in marketing research process and characteristics of successful marketing research. Types of marketing research and nature of marketing research problems have been discussed in detail. Furthermore, types and sources of data in marketing research have been explained. The course also covers types of research design and their applications in specific situations keeping in view the importance of research design in marketing research. Classification of descriptive research has been discussed in detail. It further highlights different aspects of causal research and experimental design. Various kinds of rating scales have been discussed in detail with physical configuration of scales, reliability and types of reliability. Moreover, details of sampling, sampling frame and sample size and factors affecting sample size have also been covered. Sampling techniques with application in specific situations, and sampling errors are also part of this course. To enhance students' expertise in this course, step wise process of questionnaire development has also been included. The course includes detailed discussion on data collection and fieldwork. The students are also taught about data analysis, data preparation, and data cleaning. As far as data analysis is concerned, descriptive and inferential statistics have been discussed with examples. For hypotheses testing, statistical techniques such as correlation, regression analysis, analysis of variance (ANOVA) etc. have been elaborated in detail. Finally knowledge is imparted regarding report writing, its importance and components of research report in this course.

Note: Lecture wise topic can be viewed in course calendar.

## **Recommended Books**

Exploring Marketing Research  
7th Edition  
William G. Zikmund  
Dryden Press

Marketing Research  
6th Edition  
Naresh K Malhotra  
Prentice Hall

## **Course Strategy:**

During the semester the lectures will be aired on VU channels. Three lectures per week will be opened for discussion. Lectures are also available on LMS, you tube, VU open courseware and CDs.

Students will be able to ask the question regarding lectures through moderated discussion board (MDB).

The student's performance will be assessed while giving graded activities.

Note: For assignments and GDB topics, you are advised to see course calendar.