MARKETING RESEARCH AND ANALYSIS

PROF. J.K. NAYAK
Department of Management
IIT Roorkee

TYPE OF COURSE : Rerun | Core | Elective | UG | PG
COURSE DURATION : 8 weeks (23 Aug'21 - 15 Oct'21)
EXAM DATE : 24 Oct 2021

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:
Dr. 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 Sirmaur 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.

COURSE PLAN:
Week 01 : Introduction to Marketing Research, Defining Research Problem, Developing, Research Approach, Research Design, Qualitative Research.
Week 02 : Qualitative Research, Projective Technique, Case Study, Descriptive Research, Design, Primary & Secondary Data, Research Error, Measurement & Scaling.
Week 03 : Scale Development, Questionnaire & Form Design, Causal Research, Experimental Design & Sampling.
Week 04 : Sampling, Hypothesis Development, Type I & Type II Errors, Data Preparation, Hypothesis Testing.
Week 05 : Hypothesis Testing, Cross Tabulation, Correlation & Regression, Factor Analysis.
Week 06 : Factor Analysis, SEM & CFA, Cluster Analysis.
Week 07 : Cluster Analysis, Discriminant Analysis, Researching Rural Market, International Marketing Research.
Week 08 : Ethics, Report Preparation, Multi Dimensional Scaling, Conjoint Analysis.