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.alongwith 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:
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. Apart from these Dr. Nayak has published almost 30 international publications in journals 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 has been involved in the startup ecosystem as a mentor at IIT Roorkee and IIM -Ahmedabad.

COURSE PLAN:
Week 01: Introduction to marketing research
Week 02: Marketing research process and hypotheses development
Week 03: Research design
Week 04: Data purification and handling
Week 05: Hypothesis testing
Week 06: Non-parametric test
Week 07: Introduction to ANOVA & ANCOVA
Week 08: ANOVA, ANCOVA, MANOVA & MANCOVA in SPSS
Week 09: 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