**MARKETING RESEARCH AND ANALYSIS - II**

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

**TYPE OF COURSE** : Rerun | Elective | UG/PG  
**COURSE DURATION** : 12 weeks (18 Jan' 21 - 9 Apr' 21)  
**EXAM DATE** : 25 Apr 2021

**INTENDED AUDIENCE** : U.G, P.G and PhD students from the Management discipline and Social sciences, Corporate Executives

**INDUSTRIES APPLICABLE TO** : All Industries both in Public and Private space, academic institutions and Research organizations

**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. along with 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 research work has been explained for all the techniques.

**ABOUT INSTRUCTOR** :
Prof. 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.

**COURSE PLAN** :
- **Week 1**: Introduction to marketing research
- **Week 2**: Marketing research process and hypotheses development
- **Week 3**: Research design
- **Week 4**: Data purification and handling
- **Week 5**: Hypothesis testing
- **Week 6**: Non-parametric test
- **Week 7**: Introduction to ANOVA & ANCOVA
- **Week 8**: ANOVA, ANCOVA, MANOVA & MANCOVA in SPSS
- **Week 9**: 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