



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2016-2017)**

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Programme Name: MMS / PGDM: **PGDM**

**Term: IV**

Name of the Course: **Marketing Research**

Maximum marks: **100**

No. of Sessions: **10**

Name of the Faculty: **Manish Velankar**

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Weblink:

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**Learning Objectives:**

**To understand the scope of marketing research**

**To understand the problems in sales and marketing that are addressed by research**

**To understand the formation of research problem**

**To understand the different types of research designs**

**To understand the design of questionnaire**

**To understand the different types of data analysis**

**To understand the multi-variate analysis**

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**Reference Books:**

- **Marketing Research, 3rd ed. /by Rajendra Nargundkar – TMH, 2009.**
- **Marketing Research, 6th Ed./by N. K. Malhotra – Pearson, 2010.**
- **Marketing Research, 4th ed. /by Beri – TMH, 2010.**
- **Marketing Research, 8th ed. /by Carl Mcdaniel, Roger Gates – Wiley India, 2011.**
- **Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.**
- **Marketing Research: Concept & Cases /by Cooper Donald – TMH, 2006**
- **Marketing Research, 5th Ed./by Alvin C. Burns, Ronald F. Bush – Pearson, 2007**
- **Marketing Research /by A. Parasuraman, Dhruv Grewal, R. Krishnan – Dreamtech Press, 2009.**



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction to Marketing research and the problems in marketing that are addressed by research, Developing research problem	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
2	Research design – Exploratory, Descriptive and Causal	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
3	Qualitative and Quantitative methods of data collection	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
4	Measurement and scaling	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
5	Questionnaire design, Fieldwork data preparation	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		Test 1
6	Descriptive Statistics	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
7	Hypothesis Testing	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
8	Bi-variate Analysis (Correlation, Regression)	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		



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9	Multi-variate Analysis (Factor Analysis, Cluster Analysis, Conjoint Analysis)	Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.		
10	Project Presentations			Test 2

**2. Practical Approach : Other activities (At least 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	An industry of student's choice	To apply techniques of research in actual project	
4	Book Review	Marketing Research, 6th Ed./by N. K. Malhotra – Pearson, 2010.	To understand the data collection methods	
5	Group Discussion			
6	Business Quiz / Business News sharing	Product Research	To understand the importance of research in product development	
7	Videos / Simulation			
8	Use of Software and Labs	Microsoft Excel	To understand the usage of MS Excel in research	
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	Two tests of 5 marks each	10
Presentation	Project Presentation	20
Case Study		
Participation	Attendance and class participation	10
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**