

## Marketing Research

### Course Contents:

1. Introduction to Marketing research and the problems in marketing that are addressed by research
2. Developing research problem
3. Research design – Exploratory, Descriptive and Causal
4. Qualitative and Quantitative methods of data collection
5. Measurement and scaling
6. Questionnaire design procedure
7. Fieldwork data preparation
8. Descriptive Statistics
9. Hypothesis Testing
10. Multi-variate Analysis (Factor Analysis, Cluster Analysis, Conjoint Analysis)
11. International Marketing research

### Suggestive Text Books:

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

8. Marketing Research /by A. Parasuraman, Dhruv Grewal, R. Krishnan – Dreamtech Press, 2009.
9. Marketing Research /by Pallavi Bahuguna – Centurm Press, 2009.
10. Marketing Research: Text, Applications & Case Studies, 1st Ed. /by Ramanuj Majumdar. – New Age, 2001.
11. Marketing Research /by B. S. Goel – Pragati Prakashan, 2009.
12. Marketing Research /by Burns – Prentice Hall, 2009.
13. Marketing Research, 10th Ed./by Aaker – John Wiley & Sons, 2010
14. Marketing Research, 5th Ed./by Peter M. Chisnall – McGraw Hill, 1997
15. Marketing Research: An International Approach /by Marcus Schmidt, Svend Hollensen.- Pearson, 2007
16. Marketing Research, 4th Ed./by Joseph Hair – McGraw Hill, 2008.

