

218 Marketing Research And Case Studies

Unit No.	Unit Title	Contents
1	Introduction to Marketing Research	<p>Marketing Research- Meaning, Factors involved in Marketing Research, Types of Marketing Surveys, Role of Marketing Research in Marketing, Implications of marketing research on marketing mix(7 P's), Ethics in Marketing Research, Career in Marketing Research.</p> <p>Research Process- Formulating the Problem, finding basic research issues, Developing Hypotheses, Characteristics of a</p>
2	Application of Marketing Research	<p>- Marketing Research Department's Goals- Pragmatic, Selective, and Evaluative, Marketing Decision Support System (MDSS) - Scope & Significance, Characteristics, Components, Role in Decision Making.</p> <p>Applications of Marketing Research : Cluster analysis for identifying market segments, Conjoint analysis for Product research, Multi-dimensional scaling, Discriminate analysis and perceptual mapping for Brand positioning research, Advertising research – copy testing, media selection, media scheduling, Industrial versus consumer marketing research.</p>
3	Market Information	Market Information: Meaning and Importance, Sources of Collecting Marketing Information, Secondary Data Sources, Standardized Sources of Collecting Data- Home Audit, Mail Diary, Shop and retail audits, Readership surveys and viewership surveys.
4	Use of Internet in Marketing Research	<p>Web Based Marketing Research: Meaning, Advantages & Disadvantages</p> <p>Primary & Secondary Data Collection through Internet, Reach analysis, Marketing Research in Social Media, Online Brand Perception Research, Online Targeted Advertising</p>

Case Studies