

MARKET RESEARCH, EVALUATION AND ANALYSIS(32 Hours)

Marketing Research

- Introduction
- Application of Marketing Research
- Marketing Research Management
- Role of Research
- Qualities of a Marketing Research Manager
- Marketing Research Function
- Hiring Outside Agencies

Marketing Research Process

- The Research Process
- Formulating the Research Problem
- Choice of Research Design
- Determining Sampling Design and Sampling Size
- Preparing the Research Report
- Evaluation and Control of Marketing Research

Scientific Method and Research Design

- Scientific Method
- Research Design
- Types of Research Design
- Causal Designs
- Method of Agreement
- Causal Inference Studies

Research and Data Objectives

- Research Objectives
- The Research Plan
- Specifying Data and Acquisition Methods

Research Communication

- Factors in Decisions on Media

Primary Data Collection

- Collection of Primary Data

- Using Diaries
- Questionnaire Design
- Interviewing
- The Role of Focus Groups
- Survey

Secondary Data Collection

- Methodological and Ethical Considerations
- Compatibility of the Data with Secondary Analysis
- Reporting of Original and Secondary

Sampling and Hypothesis

- Statistics Basics
- Data Basics
- Measurement Systems
- Some Basic Terms
- Types of Sample Designs
- Bases of stratification
- Characteristics of a Good Sample Design
- Determining the Sample Size

Data Processing and Analysis

- Data Preparation
- Data Validation
- Data Editing
- Coding
- Tabulation
- Data-Processing Methods

Multivariate Data Analysis

- Multivariate Analysis (MVA)
- Regression Analysis
- Cluster Analysis
- Factor Analysis
- Conjoint Analysis

- Correspondence Analysis
- Neural Network Models

Forecasting Methods

- Forecasting Basics
- Moving average and Exponential methods
- Decomposition method
- ARIMA Model

Presentation and Report writing

- Role of the Report
- Types of Reports
- Contents of the Report for Executives
- Principles OD Report Writing

Advertising Research

- Importance of Advertising