Discipline Specific Elective Course- 7.7(DSE-7.7): Marketing Research

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Marketing Research: DSE-7.7	4	3	0	1	Pass in Class XII	NIL

Marketing Research

BCH: DSE- 7.7

Learning Objectives:

The course aims to guide students to develop their research, inquiry and analytical skills in the field of marketing.

Learning Outcomes: After completion of the course, learners will be able to:

1. Analyse the basics of marketing research and differentiate among various research designs
2. Understand the concept of segmentation and its techniques.
3. Learn how to target market and position the product
4. Comprehend techniques used by the marketers for the new product development.

Course Contents:

Unit 1: Introduction (12 hours)

Meaning, Characteristics, Importance and Role of Marketing Research; Marketing research problem; Types of market research; Market research process; Market research approaches. Exploratory Research Design, Longitudinal Research Design, Experimental Research Design, Data Collection Techniques

Unit 2: Segmentation, Targeting and Positioning (STP) Framework (11 hours)

Market Segmentation: Concept and techniques; Hierarchical Cluster Analysis: Steps, Dendrogram interpretation, Determining the number of clusters. K-Means Clustering: Concept, Choosing K. Comparison of Hierarchical VS K-Means. Targeting: SWOT Analysis, Positioning: Multidimensional Scaling: Concept, interpreting dimensions in perceptual maps.

Unit 3: New Product Development Analysis (11 hours)

Conjoint Analysis: Meaning, uses, types, steps to perform conjoint analysis; Market Basket analysis: Introduction and Relevance, Core concepts and Steps; Correspondence Analysis: Introduction, Key concepts, Steps in Correspondence Analysis.

Unit 4: Qualitative Analysis (11 hours)

Text mining and Analysis: Introduction to Text mining, importance of text mining in marketing research, Sources of text data, text preprocessing techniques- Tokenization, stop word removal, Lowercasing, stemming and lemmatization, removal of punctuation, numbers and special characters, N-grams, Document-Term Matrix, Predictive text analysis; Sentiment analysis,

Practical Exercises (30 hours):
The learners are required to:
1. Group customers based on their average order value and purchase frequency using cluster analysis. Identify distinct customer segments and describe their characteristics.
2. Gather the data on the consumer's perception of the five different cold drink brands. Use this data to create a 2D perceptual map (MDS), identify which brands are seen as similar or different, and suggest how one brand can improve its market position.
3. Create a product profile matrix for a mobile phone using three attributes (Brand, Price, Battery Life) and collect student ratings. Perform regression analysis on these ratings and identify the most preferred mobile phone attributes.
4. Construct a contingency table of soft drink preference by age group and perform correspondence analysis
5. Collect customer reviews for a product or service. Use a text mining tool to extract frequently used words, identify overall sentiment (positive/negative/neutral), and summarise the main themes in customer feedback.

Suggested Readings:

- Beri, G. C. (2013). *Marketing research* (4th ed.). Tata McGraw Hill Education.
- Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. (2009). Multivariate Data Analysis, Pearson (7th edition).
- Hair, Wolfinbarger, Ortinau, and Bush. Essentials of Marketing Research (paperback) (3rd ed.).
- Malhotra, N. K., & Dash, S. (2016). *Marketing research: An applied orientation* (7th ed., Indian adaptation). Pearson Education.
- Malhotra, N. K. (2019). *Marketing research: An applied approach* (5th ed.). Pearson Education.
- Nargundkar, R. (2015). *Marketing research: Text and cases* (3rd ed.). McGraw Hill Education.
- Silge, J., & Robinson, D. (2017). *Text mining with R: A tidy approach*. O'Reilly Media.
- Zikmund, W. G., & Babin, B. J. (2013). *Essentials of marketing research* (5th ed.). Cengage Learning.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.