

INMDM1005: Marketing Research		
Teaching: Scheme	Examination Scheme	
Lectures:02hrs/week	ISEI	10 Marks
Credits:2	ISEII	10Marks
	ESE	30 Marks

Course description: This course provides an overview of marketing research methods and their applications in engineering contexts. It covers various techniques for collecting, analyzing, and interpreting data to make informed marketing decisions.

Course Objectives:

- To understand the principles and methods of marketing research.
- To develop skills in designing and conducting marketing research studies.

Course Outcomes

After completing the course, students will be able to:

CO1	Understand and apply marketing research concepts.
CO2	Design and conduct marketing research studies.
CO3	Analyze and interpret marketing research data.

Detailed Syllabus:

Course Contents:

Unit 1	Introduction to Marketing Research - Definition and importance of marketing research - Marketing research process - Types of marketing research - Practical: Case studies on marketing research applications
Unit 2	Data Collection Methods - Primary and secondary data - Qualitative and quantitative research methods - Sampling techniques - Practical: Designing surveys and questionnaires

Unit 3	Data Analysis and Reporting - Data analysis techniques - Statistical tools for marketing research - Reporting and presenting research findings - Practical: Analyzing survey data and preparing reports
--------	---

Text and Reference Books

1. Malhotra, Naresh K. "Marketing Research: An Applied Orientation." Pearson Education, 2015.
2. Burns, Alvin C., and Bush, Ronald F. "Marketing Research." Pearson Education, 2013.
3. Aaker, David A., Kumar, V., and Day, George S. "Marketing Research." Wiley, 2011.

Assessment:

ISEI:	Shall be based on Class Tests/ Assignments/Quizzes/Field visits/Presentations/ Course Projects
ISEII:	Shall be based on class test.

Mapping of Course outcome With Program Outcomes

Course Outcome	PO I	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	POI 0	POI I	POI 2	PSO I	PSO 2	PSO 3
COI										1		1			
CO2										1		1			
CO3										1		1			

Assessment Pattern

Assessment Pattern Level	Knowledge	ISE1	ISEII	ESE
---------------------------------	------------------	-------------	--------------	------------

No.	Level			
K1	Remember	05	-	10
K2	Understand	05	05	10
K3	Apply	-	05	10
K4	Analyze	-	-	-
KS	Evaluate	-	-	-
K6	Create	-	-	-
Total Mars 50		10	10	30

Assessment table

Assessment Tool	K2	K2	K2
	CO1	CO2	CO3
ISE I (10Marks)	05	05	-
ISE II (10Marks)	-	05	05
ESE (30Marks)	10	10	10