



MKT 41523: Marketing Research Analysis

Level: 4000

Number of Credits : 03

Course Description

Skills of data processing and analysis of a research is essential for effective marketing decision making. Data processing and analysis involves a number of operations performed to summarize the collected data and organize them to address the research questions. This course is designed to provide approaches and tools to employ statistical procedures to describe and reach at conclusions about marketing related research issues.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Identify approaches for quantitative data analysis,
- Use statistical software to generate appropriate statistics,
- Interpret statistics, make conclusions and recommendations for marketing decisions,
- Explain ethical issues involved in data preparation, analysis, report writing and presentation.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Data preparation, data cleaning, statistical adjustments
2. Selecting data analysis techniques
3. Frequency distribution, cross tabulation and statistics associated with cross tabulation
4. Hypothesis testing related to differences, parametric tests and non-parametric tests
5. Analysis of variance and co-variance
6. Correlation and regression
7. Statistics associated with reliability and validity
8. Factor analysis
9. Interpretation and report writing

Recommended Reading

1. Malhotra, N. K. (2011). Marketing research: An applied orientation, 5/e. Pearson Education India.