

Programme: Master of Business Administration

Semester III

MBA 302-18

MARKETING RESEARCH

Objective: The course aims to provide an understanding of basic concepts, theories and statistical techniques used in research. Students will also be given exposure to use and apply SPSS.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the process of marketing research and its application in managerial decision making
CO2	Identify various sources of data for marketing research.
CO3	Examine different research methods and be able to apply them.
CO4	Identify different research designs and develop a research proposal.
CO5	Design an effective questionnaire and test reliability and validity of the scales.
CO6	Apply different methods of data preparation and data analysis.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)