

Marketing Research - JSPM306

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Credit – 2

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Group Work/ Supervised Learning Hours	Directed learning including group work & Application exercise	Total Hours (Should be not less than three times the contact hours)
20	10	30	60

Learning Outcomes for the Course

1. Differentiate management decision problems and marketing research problems.
2. Create a research design.
3. Determine which specific tools & techniques are useful for gathering data to the research problems.
4. Select appropriate statistical test for testing hypothesis.
5. Generate solutions to marketing research problems.

Topics Covered

- Introduction to Marketing Research
- Research Design Formulation
- Data Analysis
- Formulation hypothesis for marketing research problem
- Selecting appropriate Statistical test for testing the hypothesis

For additional details, visit : <https://jagsom.edu.in/careertrack/>

Meet our faculty: <https://jagsom.edu.in/faculty-directory/>