**Name of Assistant Professor: MISS POONAM KANOJIA**

**Class and Section:……BCOM-III…( VI-** Semester and Section-A)

**Subject: ……MARKETING RESEARCH……………….**

**Lesson Plan**: 18Weeks (from January 2018 to April 2018)

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| Week 1, **January 1 to January 7**  Chapter 1: MARKETING RESEARCH |
| Assignments |
| Week 1, Day 1, January 1   * Meaning and definition of marketing research |
| Week 1, Day 2, January 2   * Features |
| Week 1, Day 3, January 3   * Objectives |
| Week 1, Day 4, January 4   * Nature |
| Week 1, Day 5, January 5 **Holiday**   * Scope |
| Week 1, Day 6, January 6   * Limitations |
| Week 2, **January 8 to January14**  Chapter 2: MARKETING RESEARCH PROCESS |
| Assignments |
| Week 2, Day 1, January 8   * Meaning of marketing research process |
| Week 2, Day 2, January 9   * Steps in marketing research program |
| Week 2, Day 3, January 10   * Formulation of research program |
| Week 2, Day 4, January 11   * Situation analysis |
| Week 2, Day 5, January 12   * Developing research design |
| Week 2, Day 6, January 13   * Collection of marketing data |
| Week 3, **January 15 to January 21**  Chapter 2: MARKETING RESEARCH PROCESS |
| Assignments |
| Week 3, Day 1, January 15   * Test of marketing research process |
| Week 3, Day 2, January 16   * Determining sampling design |
| Week 3, Day 3, January 17   * Determining sampling size |
| Week 3, Day 4, January 18   * Analysis and interpretation of data |
| Week 3, Day 5, January 19   * Report preparation and presentation |
| Week 3, Day 6, January 20   * Follow up of recommendations |
| Week 4, **January 22 to January 28**  Chapter 3: RESEARCH DESIGN |
| Assignments |
| Week 4, Day 1, January 22 **Holiday** |
| Week 4, Day 2, January 23   * Meaning of research design |
| Week 4, Day 3, January 24   * Definitions |
| Week 4, Day 4, January 25   * Types of research design |
| Week 4, Day 5, January 26 **Holiday** |
| Week 4, Day 6, January 27   * Exploratory research design |
| Week 5, **January 29 to February4**   * Chapter 3: RESEARCH DESIGN |
| Assignments |
| Week 5, Day 1, January 29   * Types of exploratory research design |
| Week 5, Day2, January 30   * Descriptive research design |
| Week 5, Day 3, January 31 **Holiday**   * Importance of descriptive research design |
| Week 5, Day 4, February 1   * Advantages |
| Week 5, Day 5, February 2   * Types of descriptive research design |
| Week 5, Day 6, February 3   * Causal research design |
| **Week 6, February 5to February 11**  Chapter 4: DATA SOURCES |
| Assignments   * Marketing research process * Research design |
| Week 6, Day 1, February 5   * Primary data and secondary data |
| Week 6, Day 2, February 6   * Methods of collecting primary data |
| Week 6, Day 3, February 7   * Interviewing method |
| Week 6, Day 4, February 8   * Schedule method |
| Week 6, Day 5, February 9   * Observation method |
| Week 6, Day 6, February 10 **Holiday** |
| Week 7, **February 12 to February 18**  Chapter 5: PROCESSING OF DATA |
| Assignments |
| Week 7, Day 1, February 12   * Editing |
| Week 7, Day 2, February 13 **Holiday** |
| Week 7, Day 3, February 14   * Coding |
| Week 7, Day 4, February 15   * Objective of classification |
| Week 7, Day 5, February 16   * Methods of classification |
| Week 7, Day 6, February 17   * Tabulation |
| Week 8 **February 19 to February25**  Chapter 6: MEASUREMENT AND SCALING |
| Assignments |
| Week 8, Day 1, February 19   * Meaning of measurement |
| Week 8, Day 2, February 20   * Definitions |
| Week 8, Day 3, February 21   * Levels |
| Week 8, Day 4, February 22   * Meaning & LIKERT’ scale |
| Week 8, Day 5, February 23   * Types of scales |
| Week 8, Day 6, February 24   * Test of the above chapter |
| Week 9, **February26 to March4**  Chapter 7: CENSUS AND SAMPLE METHOD |
| Assignments |
| Week 9, Day 1, February 26   * Introduction and some basics concepts |
| Week 9, Day 2, February 27   * Census and sampling method |
| Week 9, Day 3, February 28 **Holiday** |
| Week 9, Day 4, March 1 **Holiday** |
| Week 9, Day 5, March 2 **Holiday** |
| Week 9, Day 6, March 3 **Holiday** |
| Week 10, **March 5 to March11**  Chapter 7: CENSUS AND SAMPLE METHODS |
| Assignments   * Processing of data * Measurement and scaling |
| Week 10, Day 1, March 5   * Difference between census and sample method |
| Week 10, Day 2, March 6   * Types of sampling method |
| Week 10, Day 3, March 7   * Sampling method |
| Week 10, Day 4, March 8   * Sampling errors |
| Week 10, Day 5, March 9   * Non sampling errors |
| Week 10, Day 6, March 10   * Test of chapter |
| Week 11, **March 12 to March 18**  Chapter 8: DIAGRAMS AND GRAPHS |
| Assignments |
| Week 11, Day 1, March 12   * Introduction |
| Week 11, Day 2, March 13   * Diagrammatic presentation of data |
| Week 11, Day 3, March 14   * Types of diagram |
| Week 11, Day 4, March 15   * Graphic presentation of data |
| Week 11, Day 5, March 16   * Frequency distribution graphs |
| Week 11, Day 6, March 17   * Test of the chapter |
| Week 12, **March 19 to March25**  Chapter 9: METHODS OF DATA ANALYSIS |
| Assignments |
| Week 12, Day 1, March 19   * Methods of data analysis |
| Week 12, Day 2, March 20   * Measures of location |
| Week 12, Day 3, March 21   * Measures of dispersion |
| Week 12, Day 4, March 22   * Measures of shape skewness |
| Week 12, Day 5, March 23   * Simple correlation |
| Week 12, Day 6, March 24   * Simple regression |
| Week 13, **March26to April 1**  Chapter 10: REPORT PREPERATION AND PRESENTATION |
| Assignments |
| Week 13, Day 1, March 26   * Meaning of research report |
| Week 13, Day 2, March 27   * Research proposal |
| Week 13, Day 3, March 28   * Importance of presentation of report |
| Week 13, Day 4, March 29 **Holiday** |
| Week 13, Day 5, March 30   * Methods of report presentation |
| Week 13, Day 6, March 31   * Oral presentation |
| Week 14, **April 2 to April 8**  Chapter 10: REPORT PREPERATION AND PRESENTATION |
| Assignments |
| Week 14, Day 1, April 2   * Types of research report |
| Week 14, Day 2, April 3   * Research report format |
| Week 14, Day 3, April 4   * Report outline |
| Week 14, Day 4, April 5   * Research methodology |
| Week 14, Day 5, April 6   * Research findings and conclusions |
| Week 14, Day 6, April 7   * Recommendations and suggestions |
| Week 15, **April 9 to April15**  Chapter 11: MARKET MEASUREMENT |
| Assignments |
| Week15 , Day 1, April 9   * Meaning and definitions |
| Week 15, Day 2, April 10   * Differences between market potential and sales forcasting |
| Week 15, Day 3, April 11   * Methods for marketing potential measurements |
| Week 15, Day 4, April 12   * Territorial market potential methods |
| Week 15, Day 5, April 13   * Market build up method |
| Week 15, Day 6, April 14 **Holiday** |
| Week 16, **April 16 to April22**  Chapter 11: MARKET MEASUREMENT |
| Assignments |
| Week 16, Day 1, April 16   * Single factor index method |
| Week 16, Day 2, April 17   * Multiple factor index method |
| Week 16, Day 3, April 18 **Holiday** |
| Week 16, Day 4, April 19   * Special multiple factor index |
| Week 16, Day 5, April 20   * General multiple factor indexes |
| Week 16, Day 6, April 21   * Survey method |
| Week17 **April 23 to April29**  Chapter 12: SALES FORECASTING |
| Assignments |
| Week17 , Day 1, April 23   * Meaning of forecasting |
| Week 17, Day 2, April 24   * Meaning of sales forecasting |
| Week 17, Day 3, April 25   * Sales forecasting process |
| Week 17, Day 4, April 26   * Methods of sales forecasting |
| Week 17, Day 5, April 27   * Jury of executives method |
| Week 17, Day 6, April 28   * Delphi method |
| Week 18 **April 30 to May 6**  Chapter |
| Assignments |
| Week18 , Day 1, April 30 **Holiday** |