

Smt. A.A.A. Govt. P.G. College, Kalka
Schedule of Tentative Lesson Plan for Odd Semester 2020-21

Name of the Faculty : Dr. Manisha Khanna
Class & Section : M.Com 3rd Semester (Section A)
Subject : Marketing Research

Sr. No.	Month	Week with Span of Dates	Topic/s to be Covered
1	Aug-20	17th to 22nd	Research- introduction, Marketing research- introduction, nature
2		24th to 29th	Marketing research- purpose, types of marketing research, Qualities of a good researcher
3		31st to 05th	Marketing Research Process- defining the problem, developing approach and hypothesis
4	Sep-20	07th to 12th	Marketing research process- developing a research design, data collection
5		14th to 19th	Marketing research process- data preparation and analysis, report writing and presentation
6		21st to 26th	Problems in conducting marketing research, problem identification in marketing research- introduction
7		28th to 03rd	Process of problem identification in marketing research
8	Oct-20	05th to 10th	Case studies on marketing research problems
9		12th to 17th	Research design- Exploratory, Experimental and Descriptive
10		19th to 24th	Sampling Design, sampling and non-sampling errors
11		26th to 31st	Designing questionnaire
12	Nov-20	02nd to 07th	Designing questionnaire
13		09th to 14th	Data collection methods, qualitative research- meaning, process, methodologies- observation, survey
14		16th to 21st	Data collection methods, qualitative research- meaning, process, methodologies- observation, survey
15		23rd to 28th	Scaling techniques
16		30th to 05th	Application of crucial statistical techniques in research using software packages like SPSS, STATA
17	Dec-20	07th to 12th	Application of crucial statistical techniques in research using software packages like SPSS, STATA
18		14th to 19th	Sources of information in marketing research