



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	B.COM HONS
Paper Title:	DSE- MARKETING RESEARCH
Unique Paper Code:	
Semester:	VII
Faculty:	Ms. Dhun
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
UNIT-1	Analyse the basics of marketing research and differentiate among various research designs	1-3	Meaning, Characteristics, Importance and Role of Marketing Research;
		4-6	Marketing research problem; Types of market research; Market research process;
		7-10	Market research approaches. Exploratory Research Design, Longitudinal Research Design, Experimental Research Design, Data Collection Techniques
UNIT-2	Understand the concept of segmentation and its techniques	11-12	Market Segmentation: Concept and techniques;
		13-14	Hierarchical Cluster Analysis: Steps, Dendrogram interpretation, Determining the number of clusters.
		15-16	K-Means Clustering: Concept, Choosing K. Comparison of Hierarchical VS K-Means.
	Learn how to target market and position the product	17-18	Targeting: SWOT Analysis,
		19-20	Positioning: Multidimensional Scaling: Concept, interpreting dimensions in perceptual maps.
UNIT-4	Learn about the usage of qualitative techniques in marketing	21-22	Text mining and Analysis: Introduction to Text mining, importance of text mining in marketing research,
		23-26	Sources of text data, text preprocessing techniques-

			Tokenization, stop word removal, Lowercasing, stemming and lemmatization, removal of punctuation, numbers and special characters,
		27-28	N-grams, Document-Term Matrix, Predictive text analysis;
		29-30	Sentiment analysis,

Unit	Contents/Syllabus
I	Unit 1: Introduction Meaning, Characteristics, Importance and Role of Marketing Research; Marketing research problem; Types of market research; Market research process; Market research approaches. Exploratory Research Design, Longitudinal Research Design, Experimental Research Design, Data Collection Techniques
II	Unit 2: Segmentation, Targeting and Positioning (STP) Framework Market Segmentation: Concept and techniques; Hierarchical Cluster Analysis: Steps, Dendrogram interpretation, Determining the number of clusters. K-Means Clustering: Concept, Choosing K. Comparison of Hierarchical VS K-Means. Targeting: SWOT Analysis, Positioning: Multidimensional Scaling: Concept, interpreting dimensions in perceptual maps.
III	Unit 3: New Product Development Analysis Conjoint Analysis: Meaning, uses, types, steps to perform conjoint analysis; Market Basket analysis: Introduction and Relevance, Core concepts and Steps; Correspondence Analysis: Introduction, Key concepts, Steps in Correspondence Analysis.
IV	Unit 4: Qualitative Analysis Text mining and Analysis: Introduction to Text mining, importance of text mining in marketing research, Sources of text data, text preprocessing techniques- Tokenization, stop word removal, Lowercasing, stemming and lemmatization, removal of punctuation, numbers and special characters, N-grams, Document-Term Matrix, Predictive text analysis; Sentiment analysis,
S. No.	Name of Authors/Books/Publishers
1.	Beri, G. C. (2013). Marketing research (4th ed.). Tata McGraw Hill Education.
2.	Zikmund, W. G., & Babin, B. J. (2013). Essentials of marketing research (5th ed.). Cengage Learning.
3.	Nargundkar, R. (2015). Marketing research: Text and cases (3rd ed.). McGraw Hill Education.
4.	Malhotra, N. K. (2019). Marketing research: An applied approach (5th ed.). Pearson Education.

5.	Hair, Wolfinbarger, Ortinau, and Bush. Essentials of Marketing Research (paperback) (3rd ed.).
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	Paper Components		
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	-	1
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment		30
	• Assignment	12	
	• Class Test	12	
	• Attendance	6	
2.	Continuous Assessment (Tutorial)		
	• Activity 1		
	• Activity 2		
	• Attendance		
3.	Practical		40
	• Continuous Assessment	10	
	• End Term Written/Practical Exam	20	
	• Viva	10	
4.	End Semester Examination		