

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Marketing Research and Analysis

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Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to Marketing Research
- Lecture 2 - Defining Research Problem
- Lecture 3 - Developing Research Approach and Developing Research Design
- Lecture 4 - Research Design
- Lecture 5 - Qualitative Research
- Lecture 6 - Qualitative Research
- Lecture 7 - Projective Technique, Case Study
- Lecture 8 - Case Study, Descriptive Research Design and Research Errors
- Lecture 9 - Primary and Secondary Data, Research Error
- Lecture 10 - Measurement and Scaling
- Lecture 11 - Scale Development Process
- Lecture 12 - Questionnaire and Form Design
- Lecture 13 - Causal Research and Types
- Lecture 14 - Experimental Design and Sampling
- Lecture 15 - Sampling Design and Procedure
- Lecture 16 - Sampling and Sample Size Determination
- Lecture 17 - Hypothesis Development
- Lecture 18 - Data Preparation
- Lecture 19 - Hypothesis Testing
- Lecture 20 - T, Z and F Test
- Lecture 21 - Hypothesis Testing
- Lecture 22 - Cross Tabulation and Chi Square Test
- Lecture 23 - Correlation and Regression
- Lecture 24 - Regression
- Lecture 25 - Factor Analysis
- Lecture 26 - Factor Analysis
- Lecture 27 - SEM and CFA - 1
- Lecture 28 - SEM and CFA - 2
- Lecture 29 - SEM and CFA - 3

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- Lecture 30 - Cluster Analysis - I
- Lecture 31 - Cluster Analysis - II
- Lecture 32 - Discriminant Analysis
- Lecture 33 - Discriminant Analysis - 1
- Lecture 34 - Researching Rural Market
- Lecture 35 - International Marketing Research
- Lecture 36 - Ethics in Marketing Research
- Lecture 37 - Ethics in Marketing Research - 1
- Lecture 38 - Report Preparation and Presentation
- Lecture 39 - Multi Dimensional Scaling
- Lecture 40 - Conjoint Analysis