

Quantitative Marketing Research Syllabus

Week/Module	Topics	Release Date
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1: Value and Willingness to pay	<ul style="list-style-type: none"> • Setting the Framework • Elements of Value • Value and Willingness to Pay (WTP) • An Example: WTP • From Problem Definition to Decision Making 	31 st July 2023
Week 2: Indirect Measurements of Value	<ul style="list-style-type: none"> • Exaggeration Bias • Second Price Auctions • The Van Westendorp method • Conjoint Analysis 	11 th August 2023
Week 3: Survey Design, Constructs and Scales	<ul style="list-style-type: none"> • Defining Survey • Asking the Right Questions • Common Pitfalls in Survey Design • Construct Validation • Likert Scale • Cronbach's Alpha 	18 th August 2023
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023
Week 4: Segmentation, Targeting and Positioning	<ul style="list-style-type: none"> • Defining STP • An Example: STP 	

	<ul style="list-style-type: none"> • k means clustering algorithm • Application of k means clustering to market segmentation 	25 th August 2023
Week 5: Ethics of Marketing Research	<ul style="list-style-type: none"> • Ethical Dilemmas • Price Discrimination • Privacy and Targeted Advertising • Influencer Marketing 	1 st September 2023
	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam



Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.