

Quantitative Marketing Research Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ
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
Week 2: Indirect Measurements of Value	<ul style="list-style-type: none"> • Exaggeration Bias • Second Price Auctions • The Van Westendorp method • Conjoint Analysis
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
	Mid – Term Assessment
Week 4: Segmentation, Targeting and Positioning	<ul style="list-style-type: none"> • Defining STP • An Example: STP • k means clustering algorithm • Application of k means clustering to market segmentation
Week 5: Ethics of Marketing Research	<ul style="list-style-type: none"> • Ethical Dilemmas • Price Discrimination • Privacy and Targeted Advertising • Influencer Marketing
	End – Term Assessment

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

