

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

NPTEL Video Course - Management - NOC:Research for Marketing Decisions

Subject Co-ordinator - Prof. Vaibhav Chawla

Co-ordinating Institute - IIT - Madras

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

Lecture 1 - What is Market and Marketing?

Lecture 2 - Research, Marketing Research and its Types

Lecture 3 - Introduction to Marketing Research Process

Lecture 4 - Step #1 Problem Definition Discussion with Decision Maker

Lecture 5 - Step #1 Problem Definition Problem Audit, Interview with Experts, Qualitative Research

Lecture 6 - Step #1 Problem Definition Marketing Research Problem and an Example

Lecture 7 - Step #2 Developing an approach to the problem Understanding a Theory

Lecture 8 - Step #2 Developing an approach to the problem Components of an approach

Lecture 9 - Step #2 Developing an approach to the problem Examples

Lecture 10 - Case Studies for Problem Definition Process

Lecture 11 - Research Design: An Introduction

Lecture 12 - Exploratory and Descriptive Research Design: An Introduction

Lecture 13 - Exploratory Research Techniques: Secondary Data and Thematic Analysis

Lecture 14 - Exploratory Research Techniques: Secondary Data and Qualitative Research - Focus Group Discussion

Lecture 15 - Exploratory Research Techniques: Focus Group Discussion Videos

Lecture 16 - Exploratory Research Techniques: Depth Interviews

Lecture 17 - Exploratory Research Techniques: Projective Techniques

Lecture 18 - Descriptive Research Techniques

Lecture 19 - Causal Research Design: Experiments and Confounding Variables

Lecture 20 - Causal Research Design: Experiments and Related Terminologies

Lecture 21 - Causal Research Design: Experiments and its Types

Lecture 22 - Measurement and Scaling: Levels of Measurement

Lecture 23 - Measurement and Scaling: Comparative and Non Comparative Scaling

Lecture 24 - Measurement and Scaling: Non Comparative Scaling - Likert Item Scales

Lecture 25 - Measurement and Scaling: Semantic Differential Scale and Other Scale Decisions

Lecture 26 - Measurement and Scaling: Multi item Scales

Lecture 27 - Measurement and Scaling: Multi item Scales, Conceptual and Operational Definitions

Lecture 28 - Questionnaire Design: Initial Steps 1 to 5

Lecture 29 - Questionnaire Design: Steps 6 onwards and Other Issues

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- Lecture 30 - Questionnaire Design: Framing Common Demographic and Screener Questions
- Lecture 31 - Data Analysis using SPSS: Entering the Data
- Lecture 32 - Data Analysis using SPSS: Data Cleaning and Descriptive Statistics
- Lecture 33 - Data Analysis using SPSS: Charts, Outliers, and Descriptive Statistics
- Lecture 34 - Data Analysis using SPSS: Cross Tabs
- Lecture 35 - Data Analysis using SPSS: Hypothesis Testing for Association
- Lecture 36 - Data Analysis using SPSS: Hypothesis Testing for Differences in Means P value, Sampling Distribu
- Lecture 37 - Data Analysis using SPSS: Hypothesis Testing for Differences in Means (Independent Sample T test
- Lecture 38 - Analysis using SPSS: Hypothesis Testing for Differences in Means Paired Sample T test, One way A