

**St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore – 560 025**

LESSON PLAN

Subject Name: Retail, CPG and Market Research

Subject Code: C315MC402

Class: II B Com(BPM-Industry Integrated)

Lecture hours: 60

Objective: To endow students with knowledge and exposure of retail industry and market research practices with specific relevance to Business process services

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Module I	Module - 1: Introduction to Market Research Market - Research - Market Research - Need for Market Research- Type of goods - CPG - Why CPG industry is different? - Global CPG Manufacturers - Consumer Behaviour - Influencers.	8 hrs		
1.	Market - Research - Market Research - Need for Market Research	3 hrs	Lecture	Evaluation through assignment and questions at the end of the session
2.	Type of goods - CPG - Why CPG industry is different? -	2	Lecture & presentation	MCQ
3.	Global CPG Manufacturers - Consumer Behaviour - Influencers.	3	Lecture	
Module II	Module - 2: Types of Market Research	12 hours		

1.	Primary Research - Secondary Research - Custom Study- Syndicated study -	4	Lecture and Presentation	Presentations
2.	Quantitative Research methodology - Qualitative Research Methodology - Research types	4	Lecture and Presentation	Presentations
3.	Introduction to 4 Ps of Marketing with reference to Market Research	4	Lecture and Presentation	MCQs
Module III	Retailing	10 hours		
1.	Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers -	6	Presentation	MCQs
2.	Segmentation - Need for segmentation criteria - Types of Segmentation.	4	Lecture and Presentation	Evaluation through question and answers about different types of credit risks in banks and its impact.
Module IV	Module - 4: Retail Research 15 Hrs Need for Retail Research - Retail data - Importance of Retail Data Validation - Retail Research reports. -	4 hours		
1.	Media Research reports. - Media Research - Importance of Media research - Media Data - Importance of Media Data Validation - -	4	Lecture through PPT	Question and Answer
2	Media research - Media Data - Importance of Media Data Validation-- Media Research reports.	4	Lecture and Presentation	Group Presentations
3	Consumer Panel - Importance of Consumer Panel - Consumer Data - Panel Research reports.	3	Lecture and Presentation, exercises	Group Presentations
Module V	Module - 5: Product Planning and Development 15 hrs Product Mix - New Product Development - Product Life Cycle.	4	Lecture and Presentation	Group Presentations

1.	- Branding - Brand Types - Private Labels - Branding - Brand Types - Private Labels - Brand association - Brand extension. -	4	Lecture and presentation	
2	Advertising - Need for Advertising - Types of Media - Media Mix and Planning Consumer Research, Consumer Research Cycle -	4	Lecture and Presentation exercises	
3	Consumer Research for new product launches - Consumer Research for existing products.	3	Lecture and Presentation	

Dates and Nature of CIA

1. CIA-I – Assignment on Types of research and case stud 10 marks
2. Mid semester exam – module 1,2,3 .
3. CIA- II – Mini report on the consumer behavior of any one product according to students preference-10 marks- 20th February 2018.