

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)

LESSON PLAN 2016-2017 (Even Semester)

C3 15 MC 402: RETAIL, CPG AND MARKET RESEARCH

Prepared by:

Fr. Roshan Pereira SJ.

Objectives of the Subject: To endow students with knowledge and exposure of retail industry and market research practices with specific relevance to Business Process Services.

MODULE WISE LESSON PLAN

<i>UNIT/ SESSION/ HOURS (TIME REQUIRED)</i>	<i>TOPICS FOR STUDENT PREPARATION (INPUT)</i>	<i>PROCEDURE (PROCESS)</i>	<i>LEARNING OUTCOME (OUTPUT)</i>	<i>ASSESSMENT</i>
MODULE 1: Introduction to Market Research 8 Hr.	Market- Research- Market Research- Need for Market Research- Types of goods- CPG- Why CPG industry is different?- Global CPG manufacturers- Consumer Behaviour- Influencers.	Lecture Discussion Case Study Analysis.	To understand the basics of Market Research, different types of goods, how CGP works both in national and global level.	Concept based case building, Descriptive Test, MCQ

<p>MODULE 2: Types of Market Research 12 Hrs.</p>	<p>Primary Research- Secondary Research- Custom study- Syndicated study- Quantitative Research methodology- Qualitative Research methodology- Research Types- Introduction to 4 P's of Marketing with reference to Market Research.</p>	<p>Lecture Discussion Case Study Analysis.</p>	<p>To understand the Primary and Secondary research, Qualitative and Quantitative Research methodology, Introduction of 4 P's of Marketing.</p>	<p>Concept based case building, Descriptive Test, MCQ</p>
<p>MODULE 3: Retailing 10 Hrs.</p>	<p>Characteristics of Retailing- Retail formats- Overview to Retail functions- Global Retailers- Segmentation- Need for segmentation criteria- Types of Segmentation.</p>	<p>Lecture Discussion Case Study Analysis.</p>	<p>To explain the various Retail formats and Characteristics, need and types of Segmentation.</p>	<p>Concept based case building, Descriptive Test, MCQ</p>
<p>MODULE 4: Retail Research 15 Hrs.</p>	<p>Need for Retail Research- Retail data- Importance of Retail Data validation- Retail research report- Media research reports. Media research- Importance of Media Research- Media Data- Importance of Media data validation- Consumer Panel-</p>	<p>Lecture Discussion Case Study Analysis.</p>	<p>To understand the need for Retail Research, Media Research, and consumer panel.</p>	<p>Concept based case building, Descriptive Test, MCQ</p>

	Importance of Consumer Panel-Consumer data-Panel Research Report.			
MODULE 5: Product Planning and Development 15 Hrs.	Product Mix- New Product Development- Product Life Cycle. Branding- Brand Types- Private Labels- Brand association- Brand extension.- Advertising- Need for Advertising- Types of Media- Media Mix and planning Consumer Research, Consumer Research Cycle- Consumer Research for new product launches- Consumer Research for existing products.	Lecture Discussion Case Study Analysis.	To familiarize the students with the various types of Product Mix, PLC and Branding, Advertising and Media Mix.	Concept based case building, Descriptive Test, MCQ

HOUR WISE LESSON PLAN

Subject: RETAIL, CPG AND MARKET RESEARCH

Lecture Hours: 60 Hrs.

<i>Sl. No.</i>	<i>Unit & Objectives</i>	<i>No. of LH</i>	<i>Methodology/ Instructional Techniques</i>	<i>Evaluation</i>
Module 1.	Introduction to Market Research	8		Question & Answer,

				MCQ
1.	Research- Market Research	2	Lecture and Discussions.	
2.	Need for Market Research	1	Lecture, Illustrations and group activity.	
3.	Types of goods	1	Lecture and Discussions.	
4.	CPG- Why CPG industry is different?	2	Lecture, Illustrations and group activity.	
5.	Global CPG manufacturers- Consumer Behavior- Influencers.	2	Lecture, Illustrations and group activity.	
6.	CIA		On GPG goods	
Module 2.	Types of Market Research	12		Question & Answer, MCQ
1.	Primary Research	1	Lecture and Discussions.	
2.	Secondary Research	1	Lecture and Discussions.	
3.	Custom study	1	Lecture and Discussions.	
4.	Syndicated study	1	Lecture and Discussions.	
5.	Quantitative Research methodology	2	Lecture, Illustrations and group activity.	
6.	Qualitative Research methodology	2	Lecture, Illustrations and group activity.	
7.	Research Types	1	Lecture and Discussions.	
8.	Introduction to 4 P's of Marketing with reference to Market Research.	2	Lecture, Illustrations and group activity.	
9.	Revision/ Repetition of cases/ Cases/ Examples	1	Discussions.	
Module 3.	Retailing	10		Question & Answer, MCQ
1.	Characteristics of Retailing	1	Lecture and Discussions.	
2.	Retail formats	1	Lecture and	

			Discussions.	
3.	Overview to Retail functions	1	Lecture and Discussions.	
4.	Global Retailers	2	Lecture and Discussions.	
5.	Segmentation- Need for segmentation criteria	2	Lecture, Illustrations and group activity.	
6.	Types of Segmentation.	2	Lecture and Discussions.	
7.	Revision/ Repetition of cases/ Cases/ Examples	1	Questions/ Viva	
Module 4.	Retail Research	15		Question & Answer, MCQ
1.	Need for Retail Research	1	Lecture, Illustrations and group activity.	
2.	Retail data- Importance of Retail Data validation	2	Lecture and Discussions.	
3.	Retail research report	1	Lecture and Discussions.	
4.	Media research reports.	1	Lecture, Illustrations and group activity.	
5.	Media research- Importance of Media Research	2	Lecture, Illustrations and group activity.	
6.	Media Data- Importance of Media data validation	3	Lecture, Illustrations and group activity.	
7.	Consumer Panel- Importance of Consumer Panel	2	Lecture and Discussions.	
8.	Consumer data- Panel Research Report	2	Lecture and Discussions.	
9.	Revision/ Repetition of cases/ Cases/ Examples	1	Questions/ Viva	
10.	CIA		Preparing a Research Questionnaire	
Module 5.	Product Planning and Development	15		Question & Answer, MCQ
1.	Product Mix	1	Lecture and Discussions.	
2.	New Product Development	1	Lecture and	

			Discussions.	
3.	Product Life Cycle	1	Lecture and Discussions.	
4.	Branding- Brand Types - Private Labels	2	Lecture, Illustrations and group activity.	
5.	Brand association- Brand extension	2	Lecture and Discussions.	
6.	Advertising- Need for Advertising	1	Lecture, Illustrations and group activity.	
7.	Types of Media- Media Mix and planning Consumer Research, Consumer Research Cycle	3	Lecture and Discussions.	
8.	Consumer Research for new product launches- Consumer Research for existing products.	3	Lecture, Illustrations and group activity.	
9.	Revision/ Repetition of cases/ Cases/ Examples	1	Questions/ Viva	

References:

1. TCS Material.

Thanking You,

Yours Faithfully,

Fr. Roshan Pereira SJ