

**St. Joseph's College of Commerce (Autonomous)**  
**#163, Brigade Road, Bangalore – 560 025**  
**LESSON PLAN – IV BCOM (BPM) (“C” SEC)**

**Dr. SRIDHAR L S**

**C3 15MC402: Retail, Cpg And Market Research**

**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	TEACHING METHODS	EVALUATION/ LEARNING CONFIRMATION
1	<b>Introduction to Market Research</b>	<b>8 Hrs.</b>		
	Retail Market - Research - Introduction Market Research Outcomes	2	Lecture through PPT	Questions & Answers
	Need for Market Research - Types of Goods	1	Lecture through PPT, Videos	Questions & Answers
	CPG Industry importance	1	Lecture through Videos, PPT	Questions & Answers
	Global CPG Manufacturers	1	Lecture through PPT	Discussion
	Consumer Behaviour - Influences	3	Lecture through Videos, PPT	Questions & Answers
2	<b>Types of Market Research</b>	<b>12 Hrs</b>		
	Primary Research - Secondary Research - Custom Study - Syndicated study -	3	Lecture through PPT	Case Study & Discussion
	Quantitative Research methodology - Qualitative Research Methodology -	3	Lecture through PPT	Case study/ GD
	Research Types	2	Lecture through PPT	Questions and Answers
	Introduction to 4 Ps of Marketing with reference to Market Research	4	Lecture through PPT	Case study & Discussion
3	<b>Retailing</b>	<b>10 Hrs.</b>		
	Characteristics of Retailing - Retail formats	2	Lecture through PPT & Video	Questions & Answers
	Overview to Retail functions	2	Lecture through PPT	Questions & Answers
	Global Retailers - Segmentation -	2	Lecture through PPT	Questions & Answers
	Need for segmentation criteria	2	Lecture through PPT	Quiz & MCQ
	Types of Segmentation	2	Lecture through	Quiz & MCQ

			PPT	
4	<b>Retail Research</b>	<b>15 Hrs</b>		
	Need for Retail Research - Retail data	2	Lecture through PPT	Using Excel
	Importance of Retail Data Validation	2	Lecture through PPT	Using Excel
	Retail Research reports	2	Lecture through PPT	Using Excel
	Media Research reports. - Media Research - Importance of Media research	2	Lecture through PPT	Quiz & MCQ
	Media Data - Importance of Media Data Validation - Media research - Media Data	3	Lecture through PPT	Quiz & MCQ
	Importance of Media Data Validation - Media Research reports	2	Lecture through PPT	Using Excel
	Consumer Panel - Importance of Consumer Panel - Consumer Data - Panel Research reports.	3	Lecture through PPT	Question & Answers
	<b>Product Planning and Development</b>	<b>15 Hrs</b>		
5	Product Mix - New Product Development	2	Lecture through PPT	Questions & Answers
	Product Life Cycle. - Branding - Brand Types	2	Lecture through PPT & Videos	Questions & Answers
	Private Labels - Branding - Brand Types - Private Labels - Brand association - Brand extension	3	Lecture through PPT, Cases Study and Videos	Questions & Answers
	Advertising - Need for Advertising - Types of Media - Media Mix and Planning	4	Lecture through PPT, Cases Study and Videos	Presentation
	Consumer Research, Consumer Research Cycle - Consumer Research for new product launches - Consumer Research for existing products	4	Lecture and demonstration research report and presentation	Presentation

**CIA Components:**

The tentative date to complete the CIA is 12<sup>th</sup> March, 2017. The evaluation scheme is based on the comprehensive and analytical skills of students for the below criteria.

1. Project (Survey based)
2. Business Research Reports
3. Excel and SPSS (Basic Part)

#### 4. Seminar