

OBE Based Teaching Lesson Plan 2021- Even Semester

Program: B.Com(BPM-Industry Integrated)

Course Name: RETAIL, CPG AND MARKET RESEARCH

Course Code: C3 15MC402

Semester: IV

Lecture hours: 60

Faculty in-charge: Dr. Karthika S

SEMESTER – IV

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Select an appropriate type of marketing research in accordance with the demand of a specific product of CPG industry in the context of 4Ps of Marketing.	T1
CO2.	Integrate retailing research in every aspect of retailing	T6
CO3.	Devise a plan for consumer research and consumer marketing research for designing a product mix and new product development.	T6
CO4.	Generate media research report in the context of Advertisement Intelligence and Digital Advertisements.	T6
CO5.	Use metrics to evaluate Service Level Agreement of Marketing research	T3

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
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<p>Module - 1: Introduction to Market Research</p> <p>Market - Research - Market Research - Need for Market Research - Types of Market Research - Primary Research - Secondary Research - Custom Study - Syndicated Study - Quantitative Research Methodology - Qualitative Research Methodology - Research Types - introduction to 4 Ps of Marketing with reference to Market Research - Type of goods - CPG - Why CPG industry is different? - Global CPG Manufacturers - Consumer Behaviour - Influencers.</p>	<p>CO 1</p>	<p>15 Hrs</p>	<p>Express the views about CPG products</p>	<p>Lecture and Presentation</p>	<p>List out the CPG products used in day to day life . questions on consumer behaviour</p>	<p>T1</p>
<p>1Module - 2: Retailing and Retail Research 15 Hrs</p> <p>Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers - Segmentation - Need for segmentation criteria - Types of Segmentation - Need for Retail Research - Retail data - Importance of Retail Data Validation - Retail Research reports. - Product Coding - Product Characteristics & Features - Product</p>	<p>CO 2</p>	<p>15 Hrs</p>	<p>Collection of research articles and magazine to understand the meaning of research and its types</p>	<p>Lecture and Presentation</p>	<p>Question and Answer</p>	<p>T6</p>

Customisation - Reports and Database for Manufactures - Consumer Panel - Importance of Consumer Panel - Customer Panel Services - Consumer Data - Panel Research reports.						
Module - 3: Consumer Research Consumer Research and Consumer Marketing Research - Need for Consumer Research - Key Consumer Research Methodologies - Types of Survey and Survey Questions - Product Research - New Product Development and Product Research - Product Promotion and Product Survey.	CO 3	15 Hrs	Visit retail stores and understand the retail formats	Lecture and video presentation	Discussion on retail formats	T6
Module - 4: Media Research Media and Media Research - Importance of Media research - Media Data - Importance of Media Data Validation - Media Research reports - Audience Measurement Services - Advertisement Intelligence - Digital Advertisements.	CO 4	8 Hrs	Collection of retail research reports	Lecture and presentation	Question and answers	T6
Module - 5: Metrics Metrics - Need for Metrics - Service Level	CO 5	7 Hrs	Videos and documentaries	Lecture through PPT and videos.	Question and answer	T3

Agreement - Quality Monitoring and Management - SLA's Used in Market Research - Impact of Adherence to SLA's.				Case study		
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Continuous Internal Assessment –

SI No	Nature of CIA Evaluation	Probable dates
CIA1	Mini Research Report on Consumer Behaviour of any retail products.	06.2.2021
CIA2	Presentation on New Product Development	01.3.2021 to 06.3.2021
CIA3	MCQ test on various modules on MS Teams through forms.	5.04.2021 to 10.04.2021

**Books for Reference:
TCS Material**

Approved by: