

## OBE Based Teaching Lesson Plan 2019-20

**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**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
CO1.	Describe the meaning of Market Research and its scope in all types of goods especially in CPG industry.	T2
CO2.	Relate the types of market research and its applicability in the context of 4 Ps of marketing	T1
CO3.	Compare and contrast the changing role and functions of retailer in the context of different retail formats at national and global level.	T3
CO4.	Generate retail research report in the context of Media and consumer panel research report.	T6
CO5.	Devise a plan for consumer research for designing a product mix and new product development.	T5

### SEMESTER – IV

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome</b>	<b>No. of Lecture</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>
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	<b>No.</b>	<b>Hours</b>				
<b>Module - 1: Introduction to Market Research</b> Market - Research - Market Research - Need for Market Research - Type of goods - CPG - Why CPG industry is different? - Global CPG Manufacturers - Consumer Behaviour - Influencers.	<b>CO 1</b>	<b>8 hrs</b>	<b>Express the views about CPG products</b>	<b>Lecture and Presentation</b>	<b>List out the CPG products used in day to day life . questions on consumer behaviour</b>	<b>T2</b>
<b>Module 2 - Types of Market Research</b> Primary research- secondary research- Custom study- - Syndicated study - Quantitative - Qualitative Research Methodology - Research Types - Introduction to 4 Ps of Marketing Research.	<b>CO 2</b>	<b>12Hrs</b>	<b>Collection of research articles and magazine to understand the meaning of research and its types</b>	<b>Lecture and Presentation</b>	<b>Question and Answer</b>	<b>T1</b>
<b>Module 3 - Retailing</b> Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers - Segmentation - Need for segmentation criteria - Types of Segmentation	<b>CO 3</b>	<b>10 Hrs</b>	<b>Visit retail stores and understand the retail formats</b>	<b>Lecture and video presentation</b>	<b>Discussion on retail formats</b>	<b>T3</b>
<b>Module 4 -Retail Research-</b> Need for Retail Research - Retail data - Importance of Retail Data Validation - Retail Research reports. - Media Research reports. - Media Research - Importance of Media research - Media Data - Importance of Media Data Validation - Media research - Media Data - Importance of Media Data Validation Media Research reports. - Consumer Panel - Importance of Consumer Panel - Consumer Data - Panel Research reports	<b>CO 4</b>	<b>15 Hrs</b>	<b>Collection of retail research reports</b>	<b>Lecture and presentation</b>	<b>Question and answers</b>	<b>T6</b>

<p><b>Module – 5: Product Planning and Development</b>  Product Mix - New Product Development - Product Life Cycle.  - Branding - Brand Types - Private Labels - 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.</p>	<p><b>CO 5</b></p>	<p><b>15 Hrs</b></p>	<p><b>Videos and documentaries</b></p>	<p><b>Lecture through PPT and videos.</b>   <b>Case study</b></p>	<p><b>Question and answer</b></p>	<p><b>T5</b></p>
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**Continuous Internal Assessment –**

- Mini Research Report through ERP on Consumer Behaviour – Last date of submission 02/01/2020
- Presentation on New Product Development – From Dec 13<sup>th</sup> 2019.

**Books for Reference:  
TCS Material**

**Approved by:**