



Sub Committee for Curriculum Development
Specialization
Post Graduate/ Under Graduate

Course Name: Advance Communication Research Methods

(UG/PG): PG

Number of Credits: 2 Credits

Course No.

Level: 3/4

Learning Objective(s):

- Develop profound understanding of Advance Quantitative Analysis
- To understand various Multivariate Data Analysis techniques using Statistical packages and their application in business.

Pedagogy: Class room lecture

ESSENTIAL READING:

1. Malhotra & Dash – Marketing Research, Pearsons Education, New Delhi
2. Hair, J. F., Black, W. C., Babin, B. J. and Anderson, R. E.- Multivariate Data Analysis, 7th Edition, Prentice Hall, India
3. Leech, N.L. et al. SPSS for Intermediate Statistics Use and Interpretation, 2nd Edition, Lawrence Erlbaum Associates, Publishers, New Jersey.

Course Outline

S. No.	Topics	Hours
1.	Introduction and Overview of Multivariate methods	1.5
2.	Examining the data and Measures of reliability and validity	3.0
3.	Exploratory Factor Analysis	4.5
4.	Multiple regression Analysis	3.0
5.	Discriminant Analysis	4.5
6.	Cluster Analysis	4.5
7.	Conjoint analysis	3.0
8.	Multi Dimensional Scaling & Perceptual Mapping	3.0
9.	Correspondence Analysis	3.0
	Total	30 Hours

Suggested Evaluation Methods: Written Test, Cases and SPSS Tests

Parallel/Similar courses the existing curriculum:

Name of Member		
Designation		
Org. / Inst.		
Signature		

Name of the Expert:

Signature:

Date: