

Business research methodology essay sample

[Business](#), [Marketing](#)



TOP-10 Promotional STRATEGIES Of Business Schools is the field of study in this research. Analysis is to be done on the same with the help of Personal Interview and Multiple choice Questionnaire.

The Analysis will then lead to a comparison between the different promotional strategies.

Literature Review

Promotion is the market mix elements, and a term used frequently in marketing. The specification of five promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. Fundamentally, however there are three basic objectives of promotion. These are: 1. To present information to consumers as well as others. 2. To increase demand.

3. To differentiate a product.

There are different ways to promote a product in different areas of media. Promoters use internet advertisement, special events, endorsements, and newspapers to advertise their product. Many times with the purchase of a product there is an incentive like discounts, free items, or a contest. This is to increase the sales of a given product. The term " promotion" is usually an " in" expression used internally by the marketing company, but not normally

to the public or the market - phrases like " special offer" are more common. An example of a fully integrated, long-term, large-scale promotion are My Coke Rewards and Pepsi Stuff. The UK version of My Coke Rewards is Coke Zone. Promotional strategies are the strategies which organizations use to promote their products and services. This research is basically about how Business schools promote their services. The questionnaire will help in the analysis of different strategies and techniques organizations use.

The same research is conducted by Mr. Rajni kant student of Post Graduation. He has concluded in his research about all the strategies and what institutes uses what kind of techniques.

Book Advertising and sales promotion strategy by Gerard J. Tellis is the source of Theory about Promotional Strategy.

Objective of the study

The main objective of this study is to understand the different promotional strategies of the Business schools. What are the strategies used for further promotions

What are the strategies used for introducing new products and services?

Overall research revolves around different promotional strategies.

Research methodology-

Research in common parlance refers to " search for knowledge". Research methodology is way to systematically solve the research problem. Research Methodology may be understood as a science of studying how research is done scientifically. It can cover a wide range of studies from simple

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description and investigation to the construction of sophisticated experiment. It is mainly based on the data collected from primary & secondary source. The study has been undertaken to see that whether B-schools use the theoretical strategies in the practical.

Research Design

Descriptive Research

Sample Design

Unit: Student Count

Size: 100

Collection Method

Random collection method

Published Data

Various publications of the central, state & local government. Book magazines & newspapers.

Reports & publications of various associations connected with business & industry, banks, stock exchanges. Here the secondary data is collected through various management books, annual reports, websites etc.

Questionnaire

The questionnaire is designed to collect the information from the students of the B-Schools. How the students got to know about the B-school. Teachers are also targeted.

References

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