

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Marketing Management

Subject Name: Marketing Research (MR)

Subject Code: 3539214

1. Learning Outcomes:

- Develop a focus towards basic concepts of marketing research methodology.
- Understand the sense and significance of marketing research for a business enterprise.
- Familiarity with designing marketing research and data analysis for effective decision making in a business environment.

2. Course Duration: The course duration is of **36 sessions of 75 minutes each**

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<ul style="list-style-type: none">• An Introduction, Need and Scope of Marketing Research,• Classification of Marketing Research,• Marketing Research Process,• Marketing Research and Marketing Information System,• Request for Proposal and Research Proposal	8	14
II	<ul style="list-style-type: none">• Internal and External sources of secondary data for marketing research,• Understanding of Focus Group Discussion, In depth Interview, Projective techniques Observation and Survey with special reference to Marketing Research,• Experimentation in Marketing Research,• Designing Questionnaire for Marketing Research,• Determining Sample size.	12	21
III	<ul style="list-style-type: none">• Managing Fieldwork,• Data Preparation process,• Cross tabulation and Correlation, Factor Analysis, Multiple Regression (Using Statistical Software)• Overview of Cluster analysis, Conjoint Analysis, Multidimensional scaling	10	21
IV	<ul style="list-style-type: none">• Ethics and Marketing Research,• Making of Report and effective written presentation• Effective oral presentation• International Marketing Research	6	14

V	Practical Application A group of two students (Maximum) has to work on a Research Project in the marketing domain selected from the beginning of the semester in line with all the steps research process.	---	(30 marks CEC)
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4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Naresh Malhotra & Satyabhusan Das	Marketing Research: An Applied Orientation	Pearson	7 th (2015)
2	Joseph F. Hair, Jr.	Marketing Research	McGraw Hill	1 st (2017)
3	Richard A. Johnson, Dean W. Wichern	Applied Multivariate Statistical Analysis	Pearson	6th
4	G.C. Beri	Marketing Research	McGraw Hill	5th
5	Paul Cozby and Scott Bates	Methods in Behavioral Research	McGraw Hill	13 th (2018)
6	Carl McDaniel Jr., Roger Gates	Marketing Research	Wiley	10th
7	Wayne L. Winston	Marketing Analytics: Data-Driven Techniques with Microsoft Excel	Wiley	1 st (2014)
8	Donald Cooper, Pamela Schindler	Marketing Research: Concepts and Cases	McGraw Hill	Special Indian Edition (2005)
9	William G. Zikmund, Barry J. Babin	Essentials of marketing research	Cengage	Latest Edition
10	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	Business Research Methods	Cengage	9 th

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Journal of Marketing Research
2. Journal of Indian Business Research
3. <http://isbinsight.isb.edu> – Research Magazine of ISB