



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8<sup>th</sup> Semester

Functional Area Specialization: Marketing Management

Subject Name: Marketing Management

Subject Code: 2587113

With effective  
from academic  
year 2017-18

## 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"><li>• An Introduction, Need and Scope of Marketing Research,</li><li>• Classification of Marketing Research,</li><li>• Marketing Research Process,</li><li>• Marketing Research and Marketing Information System,</li><li>• Request for Proposal and Research Proposal</li></ul>	8	14
II	<ul style="list-style-type: none"><li>• Internal and External sources of secondary data for marketing research,</li><li>• Understanding of Focus Group Discussion, In depth Interview, Projective techniques Observation and Survey with special reference to Marketing Research,</li><li>• Experimentation in Marketing Research,</li><li>• Designing Questionnaire for Marketing Research,</li><li>• Determining Sample size.</li></ul>	12	21
III	<ul style="list-style-type: none"><li>• Managing Fieldwork,</li><li>• Data Preparation process,</li><li>• Cross tabulation and Correlation, Factor Analysis, Multiple Regression (Using Statistical Software)</li><li>• Overview of Cluster analysis, Conjoint Analysis, Multidimensional scaling</li></ul>	10	21
IV	<ul style="list-style-type: none"><li>• Ethics and Marketing Research,</li><li>• Making of Report and effective written presentation</li><li>• Effective oral presentation</li><li>• International Marketing Research</li></ul>	6	14
V	<b>Practical Application</b> 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)

## 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



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## 5. Evaluation:

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

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	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 <sup>th</sup> (2015)
2	Joseph F. Hair, Jr.	Marketing Research	McGraw Hill	1 <sup>st</sup> (2017)
3	Richard A. Johnson, Dean W. Wichern	Applied Multivariate Statistical Analysis	Pearson	6 <sup>th</sup>
4	G.C. Beri	Marketing Research	McGraw Hill	5 <sup>th</sup>
5	Paul Cozby and Scott Bates	Methods in Behavioral Research	McGraw Hill	13 <sup>th</sup> (2018)
6	Carl McDaniel Jr., Roger Gates	Marketing Research	Wiley	10 <sup>th</sup>
7	Wayne L. Winston	Marketing Analytics: Data-Driven Techniques with Microsoft Excel	Wiley	1 <sup>st</sup> (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 <sup>th</sup>

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