

**GUJARAT UNIVERSITY**  
**SYLLABUS FOR --- TY B.COM.**

**SEMESTER V**

**Course Code: SS 301 H**

**NAME OF THE COURSE: Marketing Research**

**Objectives:**

The course is meant to make the student aware of the research angle to marketing at a basic level.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions: 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit I (25%)**

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues,

**Unit II** (25%)

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

**Unit III** (25%)

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal – Meaning, Elements of Research Proposal.

Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

**Unit IV**      **(25%)**

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

**Reference Books.**

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13<sup>th</sup> Edition Pearson.)