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

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<th>Unit</th>
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<td>Unit I</td>
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Unit I (25%)
Marketing Research-Basic understanding.

Meaning of Marker 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.


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.


Reference Books.

2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)