

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

<b>L</b>	<b>T</b>	<b>PW</b>	<b>C</b>
<b>1.5</b>	<b>-</b>	<b>-</b>	<b>1.5</b>

<b>Course Code</b>	<b>MFT5SEMM01 MBM5SEMM01 MFB5SEMM01</b>
<b>Course Title</b>	<b>Advanced Marketing Research</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students will be able to:

1. Identify relevance of meta-analysis
2. Analyze marketing programs in terms of marketing mix elements
3. Design marketing research projects

**Syllabus**

**Teaching Hours**

<b>Unit I: Analysing Marketing Programmes</b> <ul style="list-style-type: none"> <li>• Differentiating and Classifying Customers;</li> <li>• Analyzing Marketing Program Through Experimental Research</li> <li>• Examining Factors that Influence Customers Choice of Brands</li> <li>• Modelling Customer Buying Behaviour</li> </ul>	08
<b>Unit II: Brand Equity Research</b> <ul style="list-style-type: none"> <li>• Brand Tracking Research</li> <li>• Brand Equity Research</li> </ul>	03
<b>Unit III: Meta-Analysis and Cross Cultural Research</b> <ul style="list-style-type: none"> <li>• Meta-Analysis</li> <li>• International Marketing Research and Cross Cultural Research</li> <li>• Online Marketing Research</li> <li>• Emerging Marketing Research Frontiers.</li> </ul>	04

**Suggested Readings:**

1. Hair, J. F., Anderson, R. E., Tatham, R. L., Black, W. C., Multivariate Data Analysis, New Delhi: Pearson Prentice Hall.
2. Malhotra, N. K., Marketing Research: An Applied Orientation. New Delhi: Pearson Prentice Hall.
3. Easterby-Smith, M., Thorpe, R., & Jackson, P. R., Management Research. Sage.
4. Hair, J. F., Bush, R. P., Ortinau, and D. J., Marketing Research: Within a Changing Information Environment. New Delhi: Tata McGraw-Hill Publishing Company Ltd.

w.e.f. Academic Year 2019-20 and onwards