

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

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Course Code	MFT5SEMM17 MBM5SEMM17 MFB5SEMM17
Course Title	Marketing Research

Course Learning Outcomes (CLO):

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

1. Identify relevance of marketing research
2. Determine market positioning of a brand or a product
3. Decide appropriate demand forecasting technique

Syllabus

Teaching Hours

<p>Unit I: Gathering Marketing Insights</p> <ul style="list-style-type: none"> • Gathering Marketing Insights Through Qualitative Research and Surveys • Exploring and Determining Market Segments • Investigating and Determining market Positioning 	08
<p>Unit II: Product and Brand Research</p> <ul style="list-style-type: none"> • Determining an Optimal Product Feature Mix and Product Price • Brand Tracking Research 	03
<p>Unit III: Demand Forecasting and Marketing Information Systems</p> <ul style="list-style-type: none"> • Using Multiple Research Methods to Forecast Demand • Pre-market Test Simulations and Test Marketing • Marketing Information Systems and Marketing Decision Support Systems • New Directions in Marketing Research 	04

Suggested Readings:

1. Malhotra, N. K., Marketing Research: An Applied Orientation. New Delhi: Pearson Education.
2. Easterby, S. M., Thorpe, R., & Jackson, P. R., Management research, Sage.
3. Hair, J. F., Bush, R. P., and Ortinau, D. J., Marketing Research: Within a Changing Information Environment, New Delhi: Tata McGraw-Hill Publishing Company Ltd.
4. Burns, A.C., and Bush, R. R., Marketing Research, New Delhi: Pearson Education