

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

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Course Code	MFT5SEGM08 MBM5SEGM08
Course Title	International Market Research

Course Learning Outcomes (CLO):

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

1. Explain the need, understanding of basic concepts and process of international marketing research
2. Apply the relevant skills for conducting the desk and field research in different international environments enabling the enterprises to enter in the global markets in a sustainable way.
3. Recommend suitable recommendations for adapting the appropriate international marketing strategies for different global markets

Syllabus

Teaching Hours

<p>Unit I: Nature and Scope of International Market Research</p> <ul style="list-style-type: none"> • The need for international market research • Importance of desk research and sources • Product Identification process for export • Commodity Code Classifications – Harmonized system • Country Identification – Short listing of markets for extensive research • Final Market Selection Process – Extensive market research (field research in identified markets) • Overseas visits to conduct Market Survey: Preparation and tie-up with the related institutions / agents / potential buyers, etc. for the market survey • Process and Scope of Marketing Research <ul style="list-style-type: none"> - Estimating export market potential of identified product in identified markets: Scope of Market Research – (market Access: tariff and non-tariff barriers, market size pattern and growth, factors affecting demand, analyzing competition, prices, etc.) - Product Research: specifications, packaging for product and shipment - Marketing practices: Transport, sales and distribution services, pricing, credit, terms of sales, etc. 	12
<p>Unit II: International Market Research – Tools and Techniques</p> <ul style="list-style-type: none"> • Research Techniques and Methodology • Designing a Questionnaire • Sampling • Interview Techniques • Qualitative v/s Quantitative Approaches in international market research • Issues relating to global field work such as collecting and processing of data from the related institutions viz. industry associations, chambers of 	06

commerce and industries, embassies and offices of the consulate generals, etc.	
Unit III: International Environment and Cross Cultural Related Issues for Marketing Research in Countries of the: <ul style="list-style-type: none"> • Asia-Pacific • Europe • North America • Latin America • Middle East AND • Africa 	06
Unit IV: Data Analysis, Interpretation, Quality Control in International Market Research and Writing the Report <ul style="list-style-type: none"> • Uses of secondary data • Application of digital technology, use of Internet and website • Collection, analysis and interpretation of primary data obtained through field visits and market surveys • Analysis and interpretation of data • Avoiding errors in data interpretation and analysis and use of appropriate statistical methods for the quality research • Draft report writing – preamble, title page, table of contents, acknowledgements, introduction, main body of report, research methodology, constructing tables, findings. Conclusions and recommendations, appendices, references, etc. • Quoting of sources of data and relevant information: foot notes, end notes, citations, etc. • Final Report Writing and submission 	06

Suggested Readings:

1. Cherunilam, F., International Business – Text and Cases, Prentice Hall India.
2. ITC/UNCTAD/GATT, Introduction to Export Market Research, International Trade Centre, Geneva.
3. Kumar, V., International Market Research, Prentice Hall.
4. Kumar, V., Global Marketing Research, Sage Publishing.
5. Ram, P., and Garg, N., Export – What, Where and How, Anupam Publications, New Delhi.
6. Rao, S. P., International Business, Himalaya Publications, Mumbai.
7. Samuel, C.C., and Douglas, S. P., International Marketing Research, Johan Wiley & Sons Ltd. England

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