

**MCom Part II Semester – III**  
**Special Elective Subject - Group H (Advanced Marketing)**  
**Subject Name: - Marketing Research**  
**Course code: - 218-I**

**Preamble**

After introduction of new economic policy the intensity of competition in the market has increased substantially. Competition is becoming tougher day by day. Therefore every business house is giving more importance to the marketing side compared to the other branches of the business. The heart of business success lies in its marketing. Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, business may offer the best products or services, but none of the potential customers would know about it. Without marketing, sales may crash and companies may have to close.

In this situation, many jobs are available in the marketing field. These jobs require detailed knowledge of marketing. The main aim of this course is creating manpower which will fulfill the demands of the industry in the field of marketing.

**Objectives of the course**

- The Course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.
- They would be far more equipped to design and participate in designing an international marketing strategy.
- The spin-off benefits to the participants should be to develop in them a right attitude, inject enthusiasm and hone their interactive ability as they address the issues and challenges of operating in the international market

**Depth of the program – Detailed**

**Knowledge Objective of the Program**

- a. To equip and train Post Graduate students to accept the challenges in the field of international marketing by providing opportunities to study the concept and scope of international marketing.
- b. To develop students' independent logical thinking and facilitate personality development.
- c. To impart the students to understand the various concepts regarding international marketing.
- d. To impart the knowledge regarding procedural aspects of export documentation
- e. To impart the knowledge regarding World Economy and Current Environment of Global Marketing.

| Unit No | Unit Title                         | Contents   | Purpose Skills to be developed   |
|---------|------------------------------------|--|--|
| 01      | Introduction to Marketing Research | <p><b>Marketing Research-</b> Meaning, Factors involved in Marketing Research, Types of Marketing Surveys, Role of Marketing Research in Marketing, Implications of marketing research on marketing mix(7 P's), Ethics in Marketing Research, Career in Marketing Research.</p> <p><b>Research Process-</b> Formulating the Problem, finding basic research issues, Developing Hypotheses, Characteristics of a</p>  | To impart the students about the concept of Marketing Research & it's process. |
| 02      | Application of Marketing Research  | <p>- Marketing Research Department's Goals- Pragmatic, Selective, and Evaluative,</p> <p>Marketing Decision Support System (MDSS) - Scope &amp; Significance, Characteristics, Components, Role in Decision Making.</p> <p>Applications of Marketing Research : Cluster analysis for identifying market segments, Conjoint analysis for Product research, Multi-dimensional scaling, Discriminate analysis and perceptual mapping for Brand positioning research, Advertising research – copy testing, media selection, media scheduling, Industrial versus consumer marketing research.</p> | To impart to the students about application of Marketing Research              |

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| 03 | Market Information                    | Market Information: Meaning and Importance, Sources of Collecting Marketing Information, Secondary Data Sources, Standardized Sources of Collecting Data- Home Audit, Mail Diary, Shop and retail audits, Readership surveys and viewer ship surveys. | To impart to the students about how to collect market Information  |
| 04 | Use of Internet in Marketing Research | Web Based Marketing Research: Meaning, Advantages & Disadvantages<br>Primary & Secondary Data Collection through Internet, Reach analysis, Marketing Research in Social Media, Online Brand Perception Research, Online Targeted Advertising          | To impart the students about use of internet in marketing research |

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