

C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026

Bachelor of Business Administration (BBA General)**SEMESTER - V**

Course Code	UM5MABBA04	Title of the Course	ADVANCED MARKETING MANAGEMENT-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To explain the significance of marketing research in the current scenario.
	2. To develop understanding of sampling designs and data collection methods in market research.
	3. To analyse marketing data using various statistical techniques to gain marketing insights.
	4. To enhance the knowledge of various emerging applications of Marketing research.

Course Content		
Unit	Description	Weightage (%)
1.	Marketing Research Marketing Information-concept, need, MKIS-concept, elements & components, Marketing Research-nature, features, scope, uses & limitations, Marketing Research process, Research designs	25%
2.	Data Collection & Sampling Decisions Primary & secondary data-sources, advantages & disadvantages, Questionnaire construction (process), Scaling & measurement, Sampling design & sample size decisions.	25%
3.	Data Analysis, Interpretation & Presentation Hypothesis testing procedure, Non-parametric statistics –Chi square goodness of fit test, Chi square contingency table, McNamara test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test, Parametric statistics -Z & t tests, ANOVA- One Way & Two-Way classification, Report writing- types of reports &Contents.	25%

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4.	Emerging Applications of Marketing Research Importance of Customer database, Relationship Marketing, Brand Equity Measurement, Customer Satisfaction & its measurement, Internet Marketing & Marketing Research, TQM.	25%
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Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Problem Solving• Project Work• Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, and Attendance	20%
3.	External Examination	50%

Course Outcomes : Having Completed this course, the students will be able to	
1.	Understand the marketing research process and how it is used in various industries.
2.	Apply appropriate sampling design and sample size in the specific marketing research problem.
3.	Evaluate marketing data and choose a suitable statistical technique for the report's presentation.
4.	Identify the most recent marketing applications and their industry relevance.

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Suggested References	
Sr. No.	References
1	Kotler, P., & Keller, K. L. (2016). <i>Marketing management</i> (15th ed.). Pearson Education.
2	Boyd, H. W., Westfall, R., & Stasch, S. F. (1989). <i>Marketing research: Text and cases</i> (7th ed.). Richard D. Irwin, Inc.
3	Luck, D. J., & Rubin, R. S. (1987). <i>Marketing research</i> (7th ed.). Prentice Hall.
4	Tull, D. S., & Hawkins, D. I. (1993). <i>Marketing research: Measurement and method</i> (6th ed.). Macmillan Publishing Company.
5	Beri, G. C. (2018). <i>Marketing research</i> (5th ed.). McGraw-Hill Education (India).
6	Sonatakki, C. N. (2015). <i>Marketing research</i> . Himalaya Publishing House.
7	Nair, S. R. (2014). <i>Marketing research: Text and cases</i> . Himalaya Publishing House.

Online resources to be used if available as reference material

Marketing research and analysis

https://onlinecourses.nptel.ac.in/noc20_mg49/preview

Data Analysis and Decision Making – I

https://onlinecourses.nptel.ac.in/noc21_mg02/preview

Data Analysis

https://onlinecourses.swayam2.ac.in/cec24_ma20/preview
