



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – V

Course Code	UM05MABBA02	Title of the Course	Advanced Marketing Management – I
Total Credits of the Course	04	Hours per week	04

Course Objectives:	1) To understand and apply marketing research concepts, processes, and research design for effective decision-making using MIS and MDSS. 2) To develop understanding and application skills in data collection methods, questionnaire design, scaling techniques, and sampling decisions for effective research. 3) To analyze marketing data using various statistical techniques to gain marketing insights. 4) To develop understanding of emerging applications of marketing research in areas such as content marketing, brand storytelling, consumer psychology, and sensory-based marketing strategies.
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Course Content		
Unit No.	Description	Weightage (%)
1	Marketing Research • Marketing Information-concept, need • Marketing Research-nature, features, scope, uses & limitations • MKIS-concept and components, MDSS • Marketing Research process • Research designs: types and criteria for a good Research Design	25%
2	Data Collection & Sampling Decisions (Theory and Examples) • Primary & secondary data-sources, advantages & disadvantages • Questionnaire construction process • Scaling Techniques • Sampling Process, Types of Sampling designs & sample size decisions.	25%



3	Data Analysis, Interpretation & Presentation: (Theory and Examples) • Hypothesis testing procedure, • Non-parametric statistics –Chi Square Goodness of Fit Test, Chi Square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test • Parametric statistics -Z & t tests, ANOVA- One Way & Two-Way classification • Data analysis using Excel, Jamovi and JASP for Marketing Research • Report writing-types of reports &Contents.	25%
4	Emerging Applications of Marketing Research: • Research in Content Marketing • Research in Brand Storytelling • Consumer Psychology & Neuromarketing Research • Emotional Branding through Research • Colour Psychology & Sensory Marketing Research	25%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes,Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Analyze marketing problems and apply appropriate research processes and research designs for decision-making using Marketing Information System and Marketing Decision Support System.
2)	Analyze and apply appropriate data collection methods, scaling techniques, and sampling designs to conduct effective research and support decision-making.
3)	Evaluate and apply statistical techniques, hypothesis testing procedures, and report writing methods to analyze and present research findings effectively.
4)	Analyze and evaluate the application of marketing research in areas such as content marketing, brand storytelling, consumer psychology, neuromarketing, and sensory branding for strategic decision-making.

Sr. No.	Suggested References:
1)	Malhotra, N. K. (2019). Marketing research: An applied orientation (7th ed.). Pearson Education.
2)	Boyd, H. W., Westfall, R., & Stasch, S. F. (2002). Marketing research: Text and cases. Richard D. Irwin.
3)	Luck, D. J., & Rubin, R. S. (1987). Marketing research. Prentice Hall.
4)	Tull, D. S., & Hawkins, D. I. (1993). Marketing research: Measurement and method. Macmillan Publishing Company.
5)	Beri, G. C. (2017). Marketing research. Tata McGraw-Hill Education.
6)	Sonatakki, C. N. (2007). Marketing research. Himalaya Publishing House.
7)	Nair, S. R. (2019). Marketing research. Himalaya Publishing House.
8)	Zurawicki, L. (2010). Neuromarketing: Exploring the brain of the consumer. Springer.

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	SWAYAM. (2026). Marketing research and analytics – Lecture 01: Basics of marketing research [Video]. YouTube. https://www.youtube.com/watch?v=IPGDq0T0YGY
2)	SWAYAM. (2026). Marketing research and analytics – Lecture 05: Marketing research process [Video]. YouTube. https://www.youtube.com/watch?v=aT1qPE8bD18