



**SIES**

College of Arts,  
Science & Commerce  
(Empowered Autonomous)

**RISE WITH EDUCATION**

**NAAC REACCREDITED "A" GRADE**

Sion (West), Mumbai – 400022

**Syllabus under NEP effective from June 2025**

**Programme: B.Com**

**Subject: Field Project (FP)**

**Class: T.Y.B.Com**

**Semester V**

**Choice Based Credit System (CBCS)**



# **SEMESTER V**

**SEMESTER V**  
**TYBCOM**  
**MARKETING RESEARCH**

<b>Paper Name: Field Project</b>						
<b>Class</b>	<b>Semester</b>	<b>Course Code</b>	<b>Course Name</b>	<b>No. of lectures per week</b>	<b>Credits</b>	<b>Marks</b>
TYBCOM	V	SIUCOFP311	Marketing Research	2	2	50

**LEARNING OBJECTIVES**

1. To understand market research principles and consumer behaviour influences.
2. To apply research methods to design and conduct marketing research projects.
3. To collect and analyse data using online tools and field studies.

**COURSE OUTCOMES**

On successful completion of the course, a student will be able to:

1. Design and implement market research.
2. Analyse data to derive actionable marketing insights.
3. Use tools for data collection and analysis effectively.

**SYLLABUS**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Market Research and Consumer Behavior – Research Methodology	10
<b>II</b>	Application of Marketing Research - Data Collection and Analysis of products using online sources and field study.	20

## REFERENCE BOOKS

1. Malhotra, N. K. (2019). *Marketing research: An applied orientation* (7th ed.). Pearson.
2. Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.
3. Bucklin, E. P., Churchill, G. A., & Iacobucci, D. (2005). *Marketing research: Methodological foundations* (9th ed.). Cengage Learning.
4. Hair, J. F., Babin, B. J., Money, D. H., & Samouel, P. (2011). *Essentials of marketing research* (2nd ed.). Cengage Learning.
5. Malhotra, N. K., & Dash, S. (2016). *Applied marketing research* (6th ed.). Pearson.
6. Bearden, W. O., Netemeyer, R. G., & Haws, J. E. (2011). *Handbook of marketing scales: Multi-item measures for marketing and consumer behavior research* (3rd ed.). Sage.

## WEBLINKS

1. American Marketing Association (AMA). (n.d.). *Marketing research*. Retrieved March 12, 2025, from <https://www.ama.org>
2. ESOMAR. (n.d.). *Home*. Retrieved March 12, 2025, from <https://www.esomar.org>
3. Market Research Society (MRS). (n.d.). *Home*. Retrieved March 12, 2025, from <https://www.mrs.org.uk>
4. Statista. (n.d.). *Statistics and studies from more than 22,500 sources*. Retrieved March 12, 2025, from <https://www.statista.com>
5. Nielsen. (n.d.). *Home*. Retrieved March 12, 2025, from <https://www.nielsen.com>
6. Pew Research Center. (n.d.). *Home*. Retrieved March 12, 2025, from <https://www.pewresearch.org>
7. Mintel. (n.d.). *Market research reports*. Retrieved March 12, 2025, from <https://www.mintel.com>
8. Google Trends. (n.d.). *Google trends*. Retrieved March 12, 2025, from <https://trends.google.com>

## **EVALUATION PATTERN**

### **INTERNAL ASSESSMENT – 50 MARKS**

- ❖ Mid Semester Class Test / Quiz (20)
- ❖ Field Project approved by Subject Teacher (30)

Students will choose products and gather insights about that product through field visit and online data collection. They will make a presentation and submit a report.

