Lincoln University

BA 311 – Marketing Research

COURSE SYLLABUS
Fall, 2018

Instructor:	Prof. Igor Himelfarb, PhD
Lecture Schedule:	Tuesday, 12:30 PM – 3:30 PM
Credits:	3 units / 45 lecture hours
Level:	Mastery 2 (M2)
Office Hours:	By appointment in Room 407
	e-mail: ihimelfarb@lincolnuca.edu
	Phone: (510) 628-8016

Textbooks:	Crano, W.D., Brewer, M.B., and Lac, A. (2014). Principles and methods of social research. 3rd Ed. Taylor & Francis. IBSN: 978-0-415-63856-2
Last Revision:	August 29, 2018

CATALOG DESCRIPTION:
This course provides a comprehensive survey of qualitative and quantitative techniques used for studying marketing data and formulating marketing strategies. Emphasis is on questionnaire design; techniques used in collecting, evaluating, and analyzing data; and presenting findings. The course is project based, it focuses on data collection, design of marketing measurement instruments, and implementation of selected statistical techniques. (3 units)
Prerequisites: BA 45, BA 301, BA 304.

COURSE LEARNING OUTCOMES AND ASSESSMENT[1]
In this course, students will be presented a broad general introduction to contemporary research methods used in business and social sciences. After a brief introduction to issues in the philosophy of science, the major emphasis in the early portion of the course will be concentrated on research conceptualization, design, and measurement, with a particular focus on the logic of minimizing rival alternative explanations of findings. Later in course we will concentrate on non-experimental/quasi-experimental methods, their design, implementation and interpretation. My goal is that by the end of the course students will be able:

---

[1] Detailed description of learning outcomes and information about the assessment procedure are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Students will be able to design an optimal study for research question, and choose sampling and statistical methodology for the preferred design	PLO 2	ILO 1b, ILO 2b, ILO 4b	In-class discussion, Home assignments
2	Students will be able to discuss/ communicate the fundamentals of research findings and basic methods to stake holders	PLO 3	ILO 2b, ILO 7b	In-class discussion, Home assignments
3	Students will be able to think and understand the nature of a business problem/research question	PLO 4	ILO 4b, ILO 5b, ILO 6b	In-class discussion, Home assignments
4	Students will be able to clearly denote the role of marketing research in the business strategy of the organization.	PLO 5	ILO 4b, ILO 5b	In-class discussion, Home assignments, Course Project

INSTRUCTIONAL METHODS

The emphasis will be on learning by solving problems. Every student is welcome to participate in intensive classroom activities. Lecture method is combined with in-class discussions, reading of scientific articles, and various homework assignments. Core concepts identified from the textbook will be augmented with supplementary sources made available to students, and applied to the real life situations during class activities. This course contains a lot of theoretical and abstract ideas that can only be made practical through class activities and discussion. Therefore class participation is essential to the success of the course.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

CLASS ATTENDANCE

Students are expected to attend class on a regular basis. Attendance is crucial to performing well in this course, as some of the material presented may not be found in the textbook. Further, the lecture and classroom demonstrations will emphasize and expand upon important topics found in the textbook. Thus, it is vital that you take thorough notes in class.

ASSIGNMENTS

There will be a weekly homework assignment given out on Saturday of each week. Students will have a chance to work on the homework during the week and the weekend, ask questions during the class or visit me during my office hours, and turn the assignment the following Saturday in class. These assignments will typically consist of some theoretical exercises, reading of published articles and short write-ups. The purpose of the assignments will be to provide a medium through which you really learn the material. Students are welcome to work with other

classmates on the homework, but it is expected that each student turns in his/her own, independently written, homework. Any indication that work was directly shared will not be tolerated and will result in a non-passing grade.

Please bring a **hard copy** of your **typed and stapled** homework assignment that has your name on it to class the day it is due. **Please no e mailed assignments**. **No late homework will be accepted!**

There will be a number of readings (mostly journal articles) assigned periodically in addition to the reading in the textbook.

In accordance with the university policy on cheating and plagiarism, any student who does not do his/her own write-up completely independently on any assignment will fail the assignment.

EXAMS
There will be three exams — two midterms and a final. To assess your learning in this course, exam questions will be derived from the lecture, read articles, and the textbook. Topics covered in lecture will be of major emphasis on the exams, and should be the focus of your textbook readings, though there will be some test questions found in the assigned readings but not covered in the lecture Exams may include conceptual or theoretical questions, problems based on real-life scenarios and interpretation of results. **All exams are open books and open notes.**

QUIZZES
To encourage attendance and to help students with assessment of their knowledge, there will be a set of unannounced quizzes given at the start of class. They will be based on lecture and any assigned reading. They will not be computational in nature, but rather conceptual questions intended to help students gauge how well they understand the material.

GROUP PROJECT
Every student must work in a group to prepare a research proposal. Each group will present their research proposal, and the presentation will be evaluated by the instructor. Collaboration is very important; however, while this is a group work, each member of the group is expected to have a thorough understanding of all parts of the project. Specific guidance for the group project will be given in the first weeks of class.

GRADING POLICY

Percentage	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
below 60%	F

Weights	
Homework	10%
Quizzes and class participation	10%
Group project	10%
Midterm 1	20%
Midtem 2	20%
Final	30%

CLASSROOM POLICY
Please do not use personal computers, iPads or smart phones during the lecture. Please use pen and paper to take your notes. If you do need to text message or receive a call, please take it outside the classroom.

I am available and will do my best to help you learn and succeed. Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help with understanding of research methodology. Please visit me during my office hours, or talk to me immediately after class, if you need study tips or additional help. No appointment is required for my office hours.

TENTATIVE COURSE SCHEDULE:

Week	Content
Week 1	Overview. Scientific method. Ways of knowing. Ethics in research.
Week 2	Measurement: Reliability and validity.
Week 3	Reliability and validity. Research ideas.
Week 4	Experimental design.
Week 5	ANOVA
Week 6	Non-experimental design.
Week 7	More design: Between-subject design; within-subject design.
Week 8	Factorial design. Interactions.
Week 9	Mediation and moderation in regression.
Week 10	Midterm
Week 11	Research strategies: Internal and external validity.
Week 12	Correlation design. Causality.
Week 13	Survey design. Sampling.
Week 14	Thanksgiving break
Week 15	Observational research. Secondary data analysis.
Week 16	Final exam.

Note: Instructor reserves the right to modify any part of this syllabus.
GOOD LUCK!