



Lincoln University

BA 311 – Marketing Research

COURSE SYLLABUS

Fall 2020

- Instructor:** Prof. Aharon Hibshoosh, Ph.D.
Lecture Schedule: Tuesday, 15:30 - 18:15
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Tuesday, 18:15-18:45 Wednesday, 13:00-15:00
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Textbooks: V. Kumar, Robert P. Leone, David A. Aaker, George S. Day (2019), "Marketing Research, 13th Edition, Wiley, (2019). (Print ISBN: 9781119497585, 1119497582), (eText ISBN: 9781119497493, 1119497493), (eText ISBN: 9781119497493, 1119497493).
Last Revision: August 8, 2020

* The lectures will be Online, but the exams will not be on line. They require student presence at school.

COURSE 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 115, BA 304.

COURSE OBJECTIVES

Marketing Research deals with the firm's effort of collecting and analyzing marketing relevant information in particular situations. The course covers research procedures including hypotheses formation, identifying sources of data, methods of data collection, selection of sampling methods, design of instruments for measuring marketing constructs and their evaluation, and multivariate data analysis.

The Marketing Research course deals with application of Marketing Research in Business and Consumer Markets. In practice, this course typically focuses on survey and questionnaire design. It is often applied in the measurement of consumer attitude and its components, and in assessing and assisting firms' strategy and tactics in a given industry and

markets. Marketing Research is essential in the conduct of Marketing, where research of consumers and markets is a must. Hence, the purpose of the course is to both expose the student to the essence of the Marketing Research as well as to provides the student with the opportunity to practice some of its activities . The student studies in this course the structured perspective of Marketing Research, its resources, and methods in a focused way, as detailed in the next sections.

EDUCATIONAL OBJECTIVES

As a result of this course, the student should become familiar with the different facets of Marketing Research. It should be able to apply his knowledge for effective project design (in particular in designing questionnaires reflecting the marketing conceptualization of focal issues). He should become familiar with data collection, processing, and analysis of marketing information. As a result of the course, the student professional methodological expertise is expected to dramatically increase, as the student learns new methodological tools and gains experience in their applications.

COURSE LEARNING OUTCOMES¹

	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

There is a variety of dashboard skills which associated with mastering Marketing Research. As a result of your study you should be able to:

1. Form relevant hypothesis for an on-going particular marketing research problem.
2. Know and present the usual statistics reported in the methodological sections of professional marketing articles dealing with a focal market research problem.
3. Identify and compare information sources of secondary data.

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

4. Identify and compare variety of schemes of experimental design based on structure of comparison and control.
5. Compare different methods of reliability
6. Distinguish among various concepts of Validity
7. Construct an Attitude questionnaire.
8. Be able to distinguish between various types of scales: in particular between the Likert and Semantic Differential Scale.
9. Perform cross tabulation and conduct various tests for independence.
10. Be able to construct proximity table and run Small Space Analysis (Multidimensional analysis).
11. Run regression analysis, Multivariate Analysis of Variance, and other GLM models, using GRETL.
12. Run, identify and compare the functionality of various multivariate statistical techniques like Discriminant Analysis, Cluster analysis and Factor Analysis.
13. Use SPSS or GRETL in performing statistical data collection, coding and variable transformation, and data analysis.

METHODOLOGY

The course follows the textbook topics, and routinely the textbook would be used as a handbook. However, topics in Marketing Research differ in their technical challenge. Hence, more class time would be dedicated to reviewing the difficult statistical topics, while the student would be expected to read thoroughly the more easily accessible qualitative material which may only be reviewed in class. Many of the textbook chapters deal with statistical topics to which the student was not exposed in his introductory statistics class or in other courses.

The project focuses on group training in market research activity. Individual homework /tasks may be assigned to support individual learning of the statistical concepts in congruence with group activity. Considerable amount of class time will be dedicated to actual in class group study varied assignments, though by far the largest study effort would be group and individual homework. Further details of the methodology will depend on class size.

Due to the natural time constraints of this highly time intensive course, the task domain of the assigned project is likely to be limited and would not cover all tasks engaged in marketing research. For example, the project ultimate goal is often restricted to questionnaire design (Formation of hypotheses after careful literature review would be included domain of necessary tasks in this case, unless the study is purely an exploratory one.). Alternatively, the project's time may be spend primarily on running a pre- designed questionnaire, analyzing its results, testing its hypotheses, and perhaps forming revised ones.

Monitoring and evaluation of group effort and the sustainable contribution of each student to the group effort is an essential part of the course. Frequent reporting (at least biweekly) of group effort is required. A group leader responsible for reporting and on-going communication with the instructor would be selected by the group. However, this leadership position is subject to ongoing professor monitoring and approval, to assure group effective and efficient performance.

Group presentation of its completed project is often required.

The HW are typed assignments consisting usually of common individual problems as well as group specific assignments All HW assignments must be submitted through CANVAS. We are using the CANVAS software for all HW collection, submission time monitoring, and

grade assignments. Hence, all files are submitted only through CANVAS. Besides the submitted individual files, there will be two group files which will be in the form of living documents. One such living document would be dedicated only to the group assigned semester project. This living document will be processed and revised as the project progresses and according to the instructor comments, throughout the semester. (Due to the nature of living documents, the number of units assigned in Canvas, for processing is not likely to represent the marginal increment in the periodical assignment. The living document course credit score would be determined only upon the completion of the course.) The second living document would contain in one file the cumulative answers to on-going group ordinary homework. Due to the nature of living documents, the number of units assigned in Canvas periodically, for processing, is not likely to represent the marginal credit of the assignment. The living document course credit score would be determined only upon the completion of the course. Every student must be listed with CANVAS and participate in the HW. A course attending student must belong to a group. Group size will be limited. Any adding student must inform through group and group number. Group switching is not allowed, except under extenuating circumstances and subject to the instructor approval.

HW is due by 1AM of the course day, Tuesday, as instructed by CANVAS. If you are late, you still may use an automatic extension of 8 hours and submit the HW by 9 AM of the course day through CANVAS. CANVAS has a built in time cut off function and would not allow submission past the deadline or the deadline extension. No further extension would be provided. Hence, any homework passed the due date extension deadline would not be accepted for grading.

In reporting to CANVAS every student must list on his/her assignment by the following order the following information: Student ID, Last Name and First Name - as appear on the enrolment sheet and group number. In reporting group work all group members must be reported on the assignment in this format, but only one submission per group is allowed.

Student Conduct:

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come to the session **on time**. Late arrivals disturb everyone else. Plan to stay during the whole class session period. Attendance may be taken at least one time in each class. In the case where more than one attendance is taken, only students attending all attendances would be considered as present. Attendance is a component of the overall grading.
- Students may not read other materials (newspapers, magazines) during class and no multitasking is allowed.
- Students are not allowed to come and go during class sessions.
- If you miss a class, you are responsible for getting notes/slide on the material covered from a classmate in your group.
- During an exam or a review of an exam all recording devices of any form must be closed and stored in closed bags. (See also Examination Policy).
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

EXAMINATION POLICY

I will use objective exams consisting of T/F and MC questions. The midterm will only include chapters covered in the lecture prior to the midterm and associated extra lecture information. The final exam is comprehensive but focuses on the second part of the course. The exams may be timed. Any exam must be taken individually. During the exam no communication with other students is allowed. These are open book exams, without a restroom break (or any other break). (I will make alternative examination opportunities where the need for break is medically required and professionally supported by a letter from a medical doctor). The students must use the exam forms as drafts. No electronic instrument capable of copying material in any form (in particular, in print or visual image) is allowed in the exam. In particular, cell phones, organizers, computer, calculators, tape recorders cameras, computers, etc. must be closed and stored inside a closed bag. Only a simple calculator, without second functions is allowed. Likewise, any conduct that constitutes subversion of the exam is punishable in at least a course failure. These specifically include: removing or reproducing examination material; communication with anyone with the purpose of reconstructing the examination or any part of it; keeping or using the instructor's past exam questions to prepare for the exam without specific instructor authorization; distributing any examination material; impersonating an examinee or having an impersonator take the examination. This list is not exhaustive.

A student violating any of these requirements or similar ones should expect an F, in addition to other disciplinary consequences.

GRADING GUIDELINES

Class attendance 10 pts

Homework and assignments 30 pts*

Midterm 30 pts

Final 50 pts

Total course points: 120 pts.

Regardless of exam grades, a student must participate substantially both as an individual and as a group member in the Homework, and in each exam to gain a passing grade.

The grade will be based on a curve. Gaining the following number of course points would assure the grade, provided it includes also HW and exams participation.

Course Points	Grade
98 and above	A
93-97	A-
80-92	B+
70-79	B
60-69	B-
50-59	C+
48-49	C
46-47	C-
44-45	D+
42-43	D
Below 42	F

COURSE SCHEDULE**Topics:**

We will focus on elements in the following chapters in Aaker et al.:

Topics	Chapters
Part I: Introduction, Textbook and Project Overview	
8/25 The nature and scope of marketing research	1, 2
8/25- 9/1 Marketing Research: Process, design and implementation	3, 4
9/1-9/8 Overview of Hypotheses Testing, Attitude Measurement and Questionnaire design, and Presentation of Results	Elements of Ch. 11, 12, 17, and 22
PART II Data Collection	
SECTION A Secondary and Exploratory Research	
9/8 Secondary Sources of Marketing Data	5
9/8 Standardized Sources of Marketing Data	6
9/8 On Line Marketing Research	7
9/8-9/15 Information Collection: Qualitative and Observational Methods	8
SECTION B Descriptive Research	
9/8-9/15 Information from Respondents: Issues in Data Collection	9
9/8-9/15 Information from Respondents: Survey Methods	10
9/29 Attitude Measurement	11
9/29 Questionnaire Design	12
SECTION C Causal Research	
10/6 Design of Experiments	13
SECTION D Sampling	
10/6-10/13 Sampling	14, 15

10/20 Midterm

PART III Data Analysis

10/27 Fundamentals of Data Analysis 16

10/27 Hypothesis Testing: Basic Concepts, Cross Tabulation and Tests of Associations 17

11/3 Hypothesis Testing: Means and Proportions 18

PART IV Special Topics in Data Analysis

11/10 Correlation and Regression Analysis 19

11/17 Discriminant, Factor, and Cluster Analysis 20

12/1 Multidimensional Scaling and Conjoint Analysis 21

PART V Applications of Marketing Intelligence[^]

Marketing-Mix Measures 23

Brand and Customer Metrics 24

New Age Strategies 25

Presenting the Results 22

[^] The topics in Part V would be covered throughout the course as needed, rather than be dedicated to a particular lecture.

Exam Dates:

Midterm: October 20th, 2020

Final: December 8th, 2020