

Lincoln University
School of Business

Spring 2017
Mr. Hibshoosh

Course: BA 311 Marketing Research
3 units, 45 contact hours
Day/Time: Wednesday 1530-1815
Instructor: Aharon Hibshoosh
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Textbook: David A. Aaker, V. Kumar, Robert P. Leone, George S. Day (2016), "Marketing Research, 12th Edition, Wiley, (ISBN: 978-1-119-23608-5).

BA 311 Marketing Research

Course description:

BA 311 – MARKETING RESEARCH 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

Marketing Research deals with the firm's effort at 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. It 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 firms' strategy and tactics in a given industry and markets.

Methodology. The course follows the textbook's topics, and routinely the textbook will be used as a handbook. However, the instructor will present additional textbook and statistical software material which will supersede the material given or refer too in the textbook.

Topics in Marketing Research differ in their technical challenge. Hence, more class time will be dedicated to reviewing the difficult statistical topics, while the student will 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 course 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. A considerable amount of class time will be dedicated to actual in class group

study varied assignments, though by far the largest study effort will be group and individual homework.

Due to the natural time constraints of this very highly time intensive course, the task domain of the assigned project is likely to be limited and will 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 will be included domain of necessary tasks in this case, unless the study is purely an exploratory one.). Alternatively, the project's time may be spent primarily on running a pre- designed questionnaire, analyzing its results, testing its hypotheses, and perhaps forming revised ones.

Due to the nature of the course as a review course, the intention is to develop intuition and basic working knowledge rather than to gain thorough theoretical understanding of the complex topics. Through individual and group working with the literature, the project and the statistical software packages, the student is expected to enrich his/her knowledge of the topics and strengthen his/her intuition.

Monitoring and evaluating 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 will be selected by the group. However, this leadership position is subject to ongoing professor monitoring and approval, to assure effective and efficient group performance. Group presentation of its completed project is often required.

The HWs are typed assignments consisting usually of common individual problems as well as group specific assignments. For the common problems my teaching assistant evaluates the assignments under my direct guidance, and issues a preliminary grade. If any student has a question about the evaluator's comments and/or grade, he/she should first discuss it with the teaching assistant, and then with me if there are further questions. However, 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. No hard copy is turned in unless specifically requested. In particular there will be two group files which will be living documents. One such living document will 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. The second living document will contain in one file the cumulative answers to on-going ordinary homework. Every student must be listed with CANVAS. A course attending student must belong to a group. Any added student must inform the teaching assistant his/her adding status and group number. Group switching is not allowed, except under extenuating circumstances and subject to instructor approval.

HW is due by 1AM Wednesday 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 Wednesday through CANVAS. CANVAS has a built in time cut off function and will not allow submission past the deadline or the deadline extension. No further extension will be provided. Hence, any homework past the due date extension deadline will 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.

Additional Material Requirements:

A simple calculator without any second function but with a square root function. Memory storage and recall functions are allowed. Possession of the textbook and of the simple calculator is required in every class meeting.

Learning Objectives:

As a result of your study you should be able to

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

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 **on time**. Late arrivals disturb everyone else. Plan to stay during the whole class period. Attendance may be taken at least one time in of 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 printouts on the material covered from a classmate in your group.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- 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:

The exams are closed books exams. I will use objective exams consisting of TF and MC questions. The student should be aware that questions often require problem solving and or involve challenging conceptual questions. No breaks are allowed during the midterm or the final. (I will make alternative testing opportunities where the need for break is medically required and professionally supported by a letter from a medical doctor.).

The student is required to bring an approved simple calculator to the exams. No exchange of pencils, pens, erasers and any other material between students is allowed. No electronic instrument capable of copying material in any form (in particular, in print or visual image) is allowed in the exam or during a review of an exam. In particular, cell phones, organizers, advanced calculators, tape recorders, cameras, computers, etc. must be closed and stored inside a closed bag. Students violating these requirements should expect an F, as well as further disciplinary measures.

Grading Guidelines:

Class participation and attendance 10 pts

Assignments and Project 30 pts

Midterm 30

Final 50 pts

Midterm 30

Total course points: 120 pts *

The grade will be based on a curve, reflecting the standards of Lincoln University.

Grade	Satisfactory Cut points for Grade
A-, A	96, 91
B - B, B+	72, 76, 81
C-, C, C+	57, 62, 66
D, D+	50, 54
F	Below 50

* Regardless of exam grades, a student must participate substantially in the Homework, in the project, and in each exam to gain a passing grade.

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

Course's Topics and Tentative Schedule:

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

Date	Topic	Chapters
Part I: Introduction, Textbook and Project Overview		
1/18 -1/25	The nature and scope of marketing research	1, 2
1/18 -1/25	Marketing Research: Process, design and implementation	3, 4
2/1	Overview of Hypotheses Testing, Attitude Measurement and Questionnaire design, and Presentation of Results	Elements of Chs. 11, 12, 17, and 22
PART II Data Collection		
SECTION A Secondary and Exploratory Research		
2/1	Secondary Sources of Marketing Data	5
2/1	Standardized Sources of Marketing Data	6
2/1-2/8	Online Marketing Research	7
2 /8	Information Collection: Qualitative and Observational Methods	8
SECTION B Descriptive Research		
2/8	Information from Respondents: Issues in Data Collection	9

2/8 – 2/15 -Information from Respondents: Survey Methods	10
2/15 -2/22 Attitude Measurement	11
2/22 - 3/1 Questionnaire Design	12
SECTION C Causal Research	
3/1 Design of Experiments	13
SECTION D Sampling	
3/22 Sampling	14, 15
PART III Data Analysis	
Fundamentals of Data Analysis	16
3/22 Hypothesis Testing: Basic Concepts, Cross Tabulation and Tests of Associations	17
3/29 Hypothesis Testing: Means and Proportions	18
PART IV Special Topics in Data Analysis	
4/5 Correlation and Regression Analysis	19
4/12 Discriminant, Factor, and Cluster Analysis	20
4/19 Multidimensional Scaling and Conjoint Analysis	21
4-19- 4/26 Presenting the Results	22
PART V Applications of Marketing Intelligence[^]	
Marketing-Mix Measures	23
Brand and Customer Metrics	24
New Age Strategies	25

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

Special Dates:

3/14 - 3/18 Spring Recess

Exam Dates: Midterm 3/8. Final 5/3.

Updated: January 8th 2017. The syllabus may be updated in the future as necessary. Expect possible changes, and follow announcements regarding them on CANVAS.