Lincoln University
FALL 2024

COURSE:	**BA 311 Marketing Research** Tuesdays 3:30 – 6:15 PM PST Level: Mastery 2 (M2)
INSTRUCTOR:	Igor Himelfarb, Ph.D. ihimelfarb@lincolnuca.edu;
OFFICE HOURS:	Before or after class or via email
TEXT:	Crano, W.D., Brewer, M.B., and Lac, A. (2023). Principles and methods of social research. 3rd Ed. Taylor & Francis. IBSN: 978-0-415-63856-2.

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 115, BA 304. **BA 311 CAN SUBSTITUTE FOR BA 312**

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:

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[1] Detailed description of learning outcomes and information about the assessment procedure are available at the Learning Outcomes Assessment section of LU website.

	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:

This is an online class. The instructor will lecture and hold discussions with students. Every student is welcome to participate in classroom activities. Cases and problem solving assignments will be given throughout the course. Homework will be assigned. During lectures, students will learn principles and concepts covered in the text as well as in various sources on relevant topics. There will be class discussions and group presentations by students.
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 LU Library website (lincolnuca.libguides.com).

CLASS ATTENDANCE:

Students are expected to attend class on a regular basis. This class is intense; therefore, attendance is crucial to be able to perform well in this course. 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 attend and take thorough notes in class.

ZOOM LINK:

https://lincolnuca-edu.zoom.us/j/87010399802?pwd=RvJ0TDySrauulrOn6wa7RnOPWlQAX2.1

Meeting ID: 870 1039 9802
Passcode: 710261

ASSIGNMENTS:

There will be homework assignments given out at the end of each week (5 in total). 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. Please submit an electronic copy of your

typed homework assignment that has your name by e mail to your instructor. ***No late homework will be accepted!***

EXAMS:

There will be two exams-- a midterm and a final. To assess your learning in this course, exam questions will be derived from the lecture and textbook. Topics covered in lecture will be of major emphasis on the exam and should be the focus of your textbook readings. To avoid guessing, there will be no multiple-choice questions on the exam. ***All exams are open books and open notes.***

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 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 PLAN:

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

Item	%
Class participation	10%
Homework	20%
Midterm Exam	30%
Final Exam	40%

CLASSROOM POLICY:

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 data analysis. Please visit me during my virtual office hours, or talk to me immediately after class, if you need study tips or additional help.

TENTATIVE CLASS SCHEDULE:

Week	Content
Week 1	Overview. Scientific method. Ways of knowing. Ethics in research.
Week 2	Overview of marketing.
Week 3	Reliability and validity.
Week 4	Experimental design.
Week 5	ANOVA
Week 6	Non-experimental design.
Week 7	More design: Between-subject design; within-subject design.
Week 8	Midterm
Week 9	Factorial design. Interactions.
Week 10	Segmentation. Factor analysis.
Week 11	Correlation design. Causality.
Week 12	Market research and analysis.
Week 13	Thanksgiving break.
Week 14	Survey design. Sampling.
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!

Syllabus Reviewed: 8/19/2024