



Course program and reading list

Semester 2 Year 2019

School: Arison School of Business B.A

Marketing Research

Lecturer:

Dr. Danna Tevet dtevet@runi.ac.il

Teaching Assistant:

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| Course No.: | Course Type : | Weekly Hours : | Credit: |
|--------------------|----------------------|-----------------------|----------------|
| 2329 | Lecture | 4 | 4 |

| Course Requirements : | Group Code : | Language: |
|------------------------------|---------------------|------------------|
| Final Paper | 192232901 | English |

Prerequisites

Prerequisite:

- 10 - Mathematics I
 - 42 - Fundamentals Of Finance
 - 2316 - Statistics and Data Analysis I
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 Course Description

Overview and Objectives

Marketing research is one of the most important tools for marketing managers when building strategic plans or making everyday tactical marketing decisions. Through marketing research, managers get to know their consumers/shoppers better and learn

about their attitudes and decision-making processes. Marketing research also identifies which features customers find important in products. Lastly, it reveals needs for new products and services.

The class will consist of a combination of lectures both in class and in the lab, and independent work in groups. Student preparation of assigned materials and involvement in class discussion are essential for the success of the course.

Following is the tentative course schedule. Please note the mandatory meetings, classes and mid-term test.

| | Date | Topic | Comments |
|-----|---------|--|----------------------------------|
| 1. | 4.3.19 | What is MR. why it is needed | |
| 2. | 6.3.19 | Types of MR and research design Experimental, descriptive | |
| 3. | 11.3.19 | MR process, research proposal (hypotheses vs research question) | |
| 4. | 13.3.19 | Sampling | |
| 5. | 18.3.19 | Meetings (proposal) | Mandatory attendance |
| 6. | 20.3.19 | Meetings (proposal) | Mandatory attendance |
| 7. | 25.3.19 | Measurement levels, operational definitions | |
| 8. | 27.3.19 | Surveys: questionnaire design and scale measurement | Hand in research proposal |
| 9. | 1.4.19 | Meetings (questionnaire) | Mandatory attendance |
| 10. | 3.4.19 | Meetings (questionnaire) | Mandatory attendance |
| 11. | 8.4.19 | Validity, reliability, sensitivity | |
| 12. | 10.4.19 | Qualtrics and SPSS data preparation, | Hand in questionnaire |

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|-----|---------|---|---|
| | | coding open questions | L202 |
| 13. | 29.4.19 | Descriptive statistics, crosstabs, recode, split commands | PE102 |
| 14. | 1.5.19 | t-test, ANOVA | L202 |
| 15. | 6.5.19 | Correlations, regression | PE102 |
| 16. | 13.5.19 | Practice before test | PE102 |
| 17. | 15.5.19 | Mid term Test | Mandatory attendance |
| 18. | 20.5.19 | Report design | |
| 19. | 22.5.19 | Office hours - SPSS | L202 |
| 20. | 27.5.19 | Lab Meetings (data analysis) | At least two group members should attend PE102 |
| 21. | 29.5.19 | Lab Meetings (data analysis) | At least two group members should attend L102 |
| 22. | 3.6.19 | Lab Meetings (data analysis) | At least two group members should attend PE102 |
| 23. | 5.6.19 | Lab Meetings (data analysis) | At least two group members should attend L102 |
| 24. | 10.6.19 | Presentations | Mandatory attendance |
| 25. | 12.6.19 | Presentations | Mandatory attendance |

* Absence regardless of the reason unless it was approved by the Dean of student affairs.



Course Goals

In the current course we shall learn the process of market research and conduct a full research by identifying a research question and planning an appropriate methodology. Students will choose a marketing problem or challenge they find interesting. They will then write a questionnaire, collect relevant data, analyze it with suitable statistical tools and write a research report. The report will include practical marketing recommendations.



Grading

| Component | Grade type | Due date | Percentage of total grade | Comments |
|---|------------|--------------|---------------------------|------------------------------------|
| Mandatory attendance in all group meetings/consultations | Personal | See syllabus | | Reduction of 2 points per absence* |
| Mandatory attendance in all group presentations | Personal | See syllabus | | Reduction of 4 points per absence* |
| Test | Personal | 15/5/19 | 25% | Mandatory |
| Research proposal | Group** | See syllabus | 5% | |
| Research questionnaire | Group | See syllabus | 5% | |
| Research presentations | Group | See syllabus | 20% | All group members must be present |
| Research report | Group | TBD | 40% | |
| Attendance, motivation, contribution | Personal | | 5% | |

* Absence regardless of the reason unless it was approved by the Dean of student affairs.

**Students will be working in groups of 4.



Lecturer Office Hours

By appointment



Tutor Office Hours

By appointment



Teaching Assistant

Mrs Netali Mor

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Reading List

Our main text book is Aaker, Kumar, Leone and Day (2013) Marketing Research 11th edition, Wiley.