



The Leon Recanati Graduate School of Business Administration

1231.3401.01 Research Methods in Markets and in Organizations Expanded

Prerequisites: Marketing Management (Min. Grade 78), Statistical Models for Bus. Admin

First Semester – 2018 /19

Section	Day	Hour	Exam date	Lecturer	Email	Telephone
01	Thu.	15:45 – 18:30	25.1.19	Dr. Meir Karlinsky	karlinsk@post.tau.ac.il	03-6406322

Office Hours: Thu. 21:30 - by phone / e-mail appointment. Room. 424

Course Units

2 course units (2 “yas”) = 8 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

Course Description

As the importance and complexity of the problems facing Business Managers have increased in recent years, so has their need for useful and updated information – about the business environment, the markets, the competition, the organization, and particularly about the customers – internal and external. In the modern business environment, the findings and the methods of research on markets and organizations, are of interest, indeed a necessity, to managers in all levels and in all the various functional areas, as well as in general management.

This course is designed primarily for managers who will be using marketing and organizational research, rather than for those who intend to do the research_(though it is a good introduction for the latter as well). The course will include examples of problems, research, and decisions, in areas such as marketing, information systems, human resources, organizational behavior, and general business strategy. It will also include analysis methods of Non-parametric Statistics (Cross-tabs, Chi-square tests, tests and association-measures for Nominal and Ordinal scales), and Introduction to Multivariate Statistical methods used in Segmentation, Positioning, and Preferences Measurement research.

For a manager to be an intelligent user of such research, s/he needs to have a good understanding of its approaches, processes, methods and techniques, as well as its possibilities and limitations.

Such understanding will be acquired by readings, lectures, discussions, case analyses, and exercises.

Course Objectives

Upon completion of the course, the student will be able to:

1. Understand the role of marketing research in the firm and implement properly its possibilities
2. Identify and Define managerial marketing problems, and derive their fitting research problems
3. Develop the required marketing research design for the chosen research problem
4. Choose properly – according to the research problem - among the different methods of data collection
5. Plan and Develop data collection instruments – which include the appropriate Measurement approach
6. Know, Choose, Apply, and interpret the results of, suitable data analysis methods – especially Non-parametric and Multivariate Statistical methods common in Marketing Research

Evaluation of Student and Composition of Grade

Percentage	Assignment	Date	Group Size/Comments
35%	Exercises		in groups – group size will be determined based on class size
65%	Final Exam	25.1.19	

* According to University regulations, participation in all classes of a course is mandatory (Article 5).

* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed).

Required Reading

- Copies of Lectures Slides and Exercises – in the Moodle Course Site
- Required textbook: Gilbert A. Churchill and Dawn Iacobucci
Marketing Research: Methodological Foundations 10th edition

Course Requirements

1. Mandatory presence in all class sessions and quality participation in discussions
2. Reading and knowing the required materials according to the assignments schedule
3. Preparing and submitting (in group) the exercises, in an organized (typed) and timely fashion
4. Passing successfully the final exam.

Grading Policy

In the 2008/9 academic year the Faculty instituted a grading policy for all graduate level courses that aims to maintain a certain level of the final course grade. Accordingly, this policy will be applied to this course's final grades. Additional information regarding this policy can be found on the Faculty website.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (Moodle)

The course site will be the primary tool to communicate messages and studying materials to students. You should check the course site regularly for information on classes and assignments, as well as at the end of the course – for exam directions and grades.

Course materials - copies of Lectures Slides and Exercises - will be available on the course site. Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

Course Outline*

Session	week	Topic(s)	Readings (from Textbook)	Submissions
1	I	Introduction and Overview The Research Process	Chapters 1, 2 Chapter 3	
2		The Value of Information	App. (in site)	
3	II	Sampling Methods	Chapter 11	
4		Sample Size	Chapter 12	
5	III	Problem Formulation	Chapter 3	Value of Info Ex. 5%
6		Research Design	Chapters 4, 5	
7	IV	Research Design (cont')	Chapter 6	
8		Measurement and Scaling	Chapter 10	
9	V	Questionnaire Design	Chapter 9	Sampling Ex. (10%)
10		Data Sources and Collection	Chapters 7, 8	
11	VI	Data Sources and Collection (cont')		
12		Non-Sampling Errors	Chapter 13	
13	VII	<u>Data Analysis Framework</u> - Editing, Coding, Tabulation - Developing Analysis Plan - Choosing Measure / Test / Method	Chapters 14, 15 Appendix Ch. 15	Problem Formulation Ex. (5%)
14	VIII	Non-parametric Statistics <u>Analyzing Nominal Data</u> Nominal / Categorical Data Tests		
15	IX	Association Measures for Nominal scale data	Appendix Ch. 14	Questionnaire Evaluation Ex. (5%)
16	X	<u>Analyzing Ordinal Data</u> Association Measures for Ordinal scale data		
17	XI	Ranks Based Tests		
18	XII	Intro to Multivariate Methods used in Segmentation, Positioning, and Preferences Measurement	Chapter 18	Data Analysis Ex. (10%)
19	XIII	Research Report	Chapter 19	
20	XIV	Summary and Review		

*Subject to change