



Syllabus

Marketing Research Methods - 55838

Last update 21-04-2024

HU Credits: 3

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Yaniv Dover

Coordinator Email: yaniv.dover@huji.ac.il

Coordinator Office Hours: Pre-scheduled.

Teaching Staff:
Dr. YANIV DOVER

Course/Module description:

A basic function of companies and organizations is to offer services and products

to consumers. This has become even more emphasized given recent technological and social developments in this increasingly "customer-centric" age. During this course we will learn and operate, proven, effective methods of marketing research that will allow us to collect and analyze data describing potential consumers' preferences and needs. We will also learn how the proper use of these methods can help us estimate the level of certainty of our findings such that the decision-making process could be informed and improved. During the course we will use and analyze real-world examples.

Course/Module aims:

1. Provide students with the fundamental knowledge of research methods and design used in marketing.
2. Facilitate students understanding in how using valid scientific methods can create and improve valuable organizational knowledge in general and in the field of marketing particularly.
3. Guide and mentor students in developing, completing, and presenting a valid research.

Learning outcomes - On successful completion of this module, students should be able to:

Intro: overview of basic concepts of marketing research.
Research and survey design.
Crosstabs (and Chi-square test)
Regression analysis and segmentation.
Conjoint analysis.
Factor analysis
Latent class analysis.

Attendance requirements(%):

No attendance requirements

Teaching arrangement and method of instruction: Lectures (introduction to theoretical aspects of the analyses)

Practical classes (introduction to a computer-based data analysis with statistical software SPSS)

Practical classes (introduction to a computer-based data analysis with statistical software SPSS)

Course/Module Content:

Introduction: overview of the research process in marketing and introduction to basic terminology (validity, reliability, research design).

Regression analysis

Analysis of variance (t-test, ANOVA)

Conjoint analysis

Factor analysis

Cluster analysis

Required Reading:

None

Additional Reading Material:

See the course syllabus

Grading Scheme:

Written / Oral / Practical Exam 30 %

Essay / Project / Final Assignment / Home Exam / Referat 70 %

Additional information:

None