
1231.3401.01 – Research Methods in Markets and Organizations Semester A – 2013/14

Lecturer: Dr. Meir Karlinsky **Tel.:** 03-6406322
Course Time: Wednesday 15:45-18:30 (**Second half**)
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Registering to the course: only to students who have fulfilled the required prerequisites for the course, as defined in the faculty site, are eligible to be registered to it. It is the students responsibility to check for such eligibility. Not being eligible may result in an automatic cancellation of the registration to the course some weeks into the semester. Please verify your eligibility for the course **before** registering.

Course Description and Objectives:

As the importance and complexity of the problems facing Business Managers have increased in recent years, so has their need for 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 of 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 actually intend 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, and organizational behavior.

For a manager to be an intelligent user of such research, he or she 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 Materials:

Text - Gilbert A. Churchill and Dawn Iacobucci

Marketing Research: Methodological Foundations editions 7 -10

Copies of Lectures Slides and Exercises – in the Moodle Course Site

Course Requirements:

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

Course Grading:

Exercises	30%	The faculty mandates setting a range of 83 – 87 on the average of the course grades for elective courses such as this one.
Final Exam	70 %	
Total:	100%	

Course Schedule: Outline and Assignments

<u>Week</u>	<u>Session #</u>	<u>Subject</u>	<u>Readings (from Churchill 9th ed)</u>	<u>Assignments .</u>
1.	1.	Introduction and Overview The Research Process	Chap. 1, 2 Chap. 3	
	2.	The Value of Information	App. (in Site)	
2.	3.	Sampling Methods	Chap. 11	
	4.	Sample Size	Chap. 12	Value of Information Ex. (5%)
3.	5.	Problem Formulation	Chap. 3	
	6.	Research Design	Chap. 4, 5	Sampling Ex. (10%)
4.	7.	Research Design (cont')	Chap. 6	

	8.	Measurement and Scaling	Chap. 10	
5.	9.	Questionnaire Design	Chap. 9	Problem Formulation Ex. (5%)
	10.	Data Sources and Collection Methods	Chap. 7, 8	
6.	11.	Data Sources and Collection Methods (cont')		
	12.	Non-Sampling Errors	Chap. 13	
7.	13.	Research Report	Chap. 19	Questionnaire Analysis Ex. (10%)
	14.	Review		