Course Syllabus

Code - Course Title	**PZL625 - Advanced Research Techniques in Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. RIDVAN KOCAMAN

Mode of Delivery	Face-to-face delivery
Prerequisites	This course has no prerequisites.
Courses Recomended	No recommended lecture.
Recommended Resources	Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). Sage.Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis (8th ed.). Cengage.Malhotra, N. K., Nunan, D., & Birks, D. F. (2022). Marketing Research: An Applied Approach (6th ed.). Pearson.Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). The Sage Handbook of Qualitative Research (5th ed.). Sage.Paul, J., Lim, W. M., O'Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). International Journal of Consumer Studies, 45(4), O1–O16.
Work Placement	There is no mandatory internship requirement as part of the course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Systematic Literature Reviews: Purpose, Types, and Their Role in Research	
Week - 2		Designing and Conducting Systematic Literature Reviews: PRISMA, SPAR-4-SLR, Bibliometric Analysis, and AI-Assisted Literature Reviews	
Week - 3		Qualitative Research Paradigms and Research Design: Phenomenology, Ethnography, Case Study, Netnography, and Grounded Theory	
Week - 4		Qualitative Data Collection Techniques: In-Depth Interviews, Focus Groups, Observation, and Document Analysis	
Week - 5		Qualitative Data Analysis I: Coding Procedures, Thematic Analysis, and Content Analysis	
Week - 6		Qualitative Data Analysis II: Grounded Theory, Gioia Methodology, Trustworthiness, and Validity	
Week - 7		AI-Assisted Qualitative Research: Using NVivo, ATLAS.ti, NotebookLM, ChatGPT, and Large Language Models in Research	
Week - 8		Midterm Exam	
Week - 9		Quantitative Research Design and Model Development: Theory Building, Hypothesis Development, and Conceptual Model Design	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Scale Development and Data Collection: Measurement, Sampling, Reliability, and Validity	
Week - 11		Fundamental Quantitative Analysis Techniques: Descriptive Statistics, Correlation, Regression, t-Tests, ANOVA, and MANOVA	
Week - 12		Advanced Quantitative Analysis I: Exploratory and Confirmatory Factor Analysis and Structural Equation Modeling (SEM)	
Week - 13		Advanced Quantitative Analysis II: Mediation and Moderation Analysis, Multi-Group Analysis, PLS-SEM, and Hierarchical Modeling	
Week - 14		AI-Assisted Quantitative Research: Machine Learning, Predictive Modeling, Big Data Analytics, and Artificial Intelligence Applications in Marketing Research	

Learning Outcomes

#	Learning Outcome
1	Critically evaluate contemporary research methods, research paradigms, and methodological approaches used in marketing research.
2	Design and conduct systematic literature reviews to identify research gaps and propose future research directions.
3	Develop appropriate qualitative research designs and plan data collection processes for complex research problems.
4	Analyze and interpret qualitative data using advanced analytical techniques to generate theoretical contributions.
5	Develop theoretically grounded conceptual models and research hypotheses.
6	Design measurement, sampling, reliability, and validity procedures in accordance with scientific standards in quantitative research.
7	Apply and interpret fundamental and advanced statistical techniques to test research models.
8	Effectively apply structural equation modeling (SEM), PLS-SEM, and multivariate analysis techniques in marketing research.
9	Integrate AI-based tools into literature review, data analysis, and research development processes within ethical guidelines.
10	Design, conduct, and report original research in accordance with international academic publication standards.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.