## Course Syllabus

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|---|---|
| **Code - Course Title** | **PZL534 - Marketing Research** |
| **Course Type** | II. SEMESTER |
| **Laboratory + Practice** | 3+0 |
| **ECTS** | **6.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Required Courses |
| **Course Instructor(s)** | DOÇ. DR. RIDVAN KOCAMAN |

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|---|---|
| **Mode of Delivery** | The mode of delivery of this course is Face to face |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | There is no recommended optional programme component for this course. |
| **Recommended Resources** | *The Journals about Marketing Discipline *Journals of Marketing World- Turkish Journal *PI (Journals of marketing and Communication Culture) -Turkish Journal *Capital (Periodical Journal) -Turkish Journal *Internet sources |
| **Work Placement** | N/A |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Marketing research concept. Definition of marketing research. Importance of marketing research. | |
| **Week - 2** | | The relationship with other academic fields of marketing research and place of marketing research in organization. | |
| **Week - 3** | | Marketing research process. | |
| **Week - 4** | | Defining problem in marketing research. | |
| **Week - 5** | | Sampling and sampling methods. | |
| **Week - 6** | | First and secondary data in marketing research. | |
| **Week - 7** | | Questionnaire. Questionnaire methods. | |
| **Week - 8** | | Question and scale types in marketing research. Observation and observation methods in marketing research. | |
| **Week - 9** | | Question and scale types in marketing research. Observation and observation methods in marketing research. | |
| **Week - 10** | | Experiment method in marketing research. | |
| **Week - 11** | | Data collecting and classification of data. | |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 12** | | Data analyzing (Frequency, Percent, Mean, Mode, Median, Cros-tabs). Data analysing about relationships or differences among variables (Chi-square, correlation, T- test, One-way Anova, Manova). | |
| **Week - 13** | | Factor, Regression and Cluster Analysis. | |
| **Week - 14** | | Preparing marketing research report. | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| **1** | Defines the basic concepts of qualitative and quantitative marketing research. |
| **2** | Lists the marketing research process. |
| **3** | Explains the data collection methods in qualitative and quantitative marketing research. |
| **4** | Explains sampling and sampling process in marketing research. |
| **5** | apply a marketing research. |

## 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.*