Course Syllabus

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

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.	

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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.