Course Syllabus

Code - Course Title	**TRZ624 - Strategic Marketing and Brand Management for Tourism**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. ERKAN SEZGİN

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	No recommended course.
Work Placement	N/A.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Science and Scientific Research	
Week - 2		The Research Process	
Week - 3		Quantitative methods	
Week - 4		Qualitative Methods	
Week - 5		Research Design	
Week - 6		assessment	
Week - 7		Scale Reliability and Validity	
Week - 8		Sampling	
Week - 9		Data Collection: Survey Research	
Week - 10		Data collection: observation, interview and experiment	
Week - 11		Data Analysis	
Week - 12		Qualitative Analysis	
Week - 13		Quantitative Analysis: Descriptive Statistics	
Week - 14		Quantitative Analysis: multiple Statistics	

Learning Outcomes

#	Learning Outcome
1	Explain basic concepts of scientific research methods
2	Explain the important rules of scientific report writing
3	Analyse the first step of the scientific research called the problem stage
4	Analyse the other steps of scientific research
5	Analyse the data collection and evaluation process
6	recognize data collection techniques in scientific 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.