Course Syllabus

Code - Course Title	**MAİ106U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Prof. Dr. Cengiz Hakan AYDIN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Other courses in the Brand Communication program are recommeded.
Recommended Resources	The textbook indicated below is the main required reading material in this course. However, learners may use some other materials, such as resources on the Internet, related to the topics covered in the required text.Cengiz Hakan Aydın (ed) (2020). Marka İletişiminde Analiz ve Araştırma, Anadolu Üniversitesi Yayınları, No: 4192.
Work Placement	No work placement is required.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Data-Driven Brand Analysis	
Week - 2		Information Resources in the Scientific Research Process	
Week - 3		Research Approaches and Designs	
Week - 4		Quantitative Analyses: Descriptive and Predictive Statistics	
Week - 5		Quantitative Analyses: Sentiment and Social Network Analyses	
Week - 6		Qualitative Analyses: Content and Discourse Analyses	
Week - 7		Mid-Term	
Week - 8		Brand Communication Research and other communication research	
Week - 9		Physiological Measurements and Attitude Scales	
Week - 10		Survey	
Week - 11		İnterview	
Week - 12		Observation	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Data Interpretation	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Discuss the importance of analysis and scientific research in decision making processes
2	Compare the research approaches and designs to be used for creating scientific knowledge
3	Decide on the appropriate quantitative or qualitative data analysis techniques for given situations
4	Develop a deep understanding about the ways of gathering data via surveys, interviews and observations.
5	Share the results effectively in oral and written format

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
Final Exam	1	70
	Sum (%)	**100**