Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G4411	Marketing Research	7	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The aim of this course is to teach research methodologies for identifying current and potential opportunities and problems in marketing analysis and decision-making. In this context, it is aimed to teach qualitative and quantitative research processes in practice.
Content	Week 1: Marketing and Basic Concepts Week 2: Introduction to Marketing Research; Research Problem Definition Week 3: Research Design; Exploratory Research: Secondary Data Week 4: Exploratory Research: Qualitative Research; Descriptive Research Week 5: Cause-Effect Research Week 6: Measurement and Scales Week 7: Midterm exam Week 8: Survey Design; Sampling Method Week 9: Sampling; Field Study Week 10: Data Preparation; Descriptive Statistics and Hypothesis Testing - SPSS Week 11: Coding and analysis - SPSS Week 12: Coding and analysis - SPSS Week 13: Presentation Week 14: Presentation
References	Naresh K. Malhotra, Marketing Research: An Applied Orientation Mahir Nakip, Pazarlama Araştırmaları Teknikleri ve SPSS Destekli Uygulamalar Kemal Kurtuluş, Pazarlama Araştırmaları

Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts
2	Introduction to Marketing Research; Research Problem Definition
3	Research Design; Exploratory Research: Secondary Data
4	Exploratory Research: Qualitative Research; Descriptive Research
5	Cause-Effect Research
6	Measurement and Scales

Week	Weekly Contents
7	Midterm
8	Survey Design; Sampling Method
9	Sampling; Field Study
10	Data Preparation; Descriptive Statistics and Hypothesis Testing - SPSS
11	Coding and analysis- SPSS
12	Coding and analysis - SPSS
13	Presentation
14	Presentation