## 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

Week	Weekly Contents	
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	
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	