

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.							
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							
Content							
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							
Naresh K. Malhotra, Marketing Research: An Applied Orientation							
References							
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
7	Midterm
8	Survey Design; Sampling Method
9	Sampling; Field Study
10	Data Preparation; Descriptive Statistics and Hypothesis Testing - SPSS

Week**Weekly Contents**

- 11 Coding and analysis- SPSS
- 12 Coding and analysis - SPSS
- 13 Presentation
- 14 Presentation