

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	<p>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.</p> <p>Week 1: Marketing and Basic Concepts</p> <p>Week 2: Introduction to Marketing Research; Research Problem Definition</p> <p>Week 3: Research Design; Exploratory Research: Secondary Data</p> <p>Week 4: Exploratory Research: Qualitative Research; Descriptive Research</p> <p>Week 5: Cause-Effect Research</p> <p>Week 6: Measurement and Scales</p> <p>Week 7: Midterm exam</p> <p>Week 8: Survey Design; Sampling Method</p> <p>Week 9: Sampling; Field Study</p> <p>Week 10: Data Preparation; Descriptive Statistics and Hypothesis Testing - SPSS</p> <p>Week 11: Coding and analysis - SPSS</p> <p>Week 12: Coding and analysis - SPSS</p> <p>Week 13: Presentation</p> <p>Week 14: Presentation</p> <p>Naresh K. Malhotra, Marketing Research: An Applied Orientation</p>						
Content							
References	<p>Mahir Nakip, Pazarlama Araştırmaları Teknikleri ve SPSS Destekli Uygulamalar</p> <p>Kemal Kurtuluş, Pazarlama Araştırmaları</p>						

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