

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|---|----------|--------|----------|-----|--------|------|
| GE 761 | Advanced Techniques in Marketing Research I | 1 | 3 | 0 | 0 | 3 | 7 |

| | |
|------------------------|--|
| Prerequisites | |
| Admission Requirements | |

| | |
|-------------------------|-----------------|
| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Doctoral Degree |
| Objective | - |
| Content | - |
| References | |

Theory Topics

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|