## 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  Course Type  Compulsory  Course Level  Bachelor Degree  Objective  This course aims to teach the fundamental concepts, principles and applications related with marketing research methods.  Content  Week 1. Introduction to marketing research  Week 2. Introduction to marketing research  Week 3. Research design  Week 4. Exploratory research  Week 5. Descriptive research  Week 6. Casual research  Week 6. Casual research  Week 7. Mid-term Exam  Week 8. Measurement and scales  Week 9. Questionnaire design  Week 10. Sampling  Week 11. Field Work / Data preparation / Descriptive statistics  Week 12. ANOVA / Chi, Square analysis  Week 13. Presentation  References  ? Naresh K. Malhotra, Marketing Research: An Applied Orientation ? SPSS 14.0 Student version ? Mahir Nakip, Pazarlama Arastumalari Teknikleri ve SPSS Destekli Uygulamalar 2. Kompl Mathir Nakip, Pazarlama Arastumalari Teknikleri ve SPSS Destekli Uygulamalar			
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## **Theory Topics**

Week	Weekly Contents	
1	Introduction to marketing research	
2	Introduction to marketing research	
3	Research design	
4	Exploratory research	
5	Descriptive research	
6	Casual research	
7	Mid-term Exam	
8	Measurement and scales	
9	Questionnaire design	
10	Sampling	
11	Field Work / Data preparation / Descriptive statistics	
12	ANOVA / Chi,Square analysis	
13	Presentation	
14	Presentation	