

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--------------------|----------|--------|----------|-----|--------|------|
| G4411 | Marketing Research | 7 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| 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 | <p>Week 1. Introduction to marketing research</p> <p>Week 2. Introduction to marketing research</p> <p>Week 3. Research design</p> <p>Week 4. Exploratory research</p> <p>Week 5. Descriptive research</p> <p>Week 6. Casual research</p> <p>Week 7. Mid-term Exam</p> <p>Week 8.Measurement and scales</p> <p>Week 9. Questionnaire design</p> <p>Week 10. Sampling</p> <p>Week 11. Field Work / Data preparation / Descriptive statistics</p> <p>Week 12. ANOVA / Chi,Square analysis</p> <p>Week 13. Presentation</p> <p>Week 14. Presentation</p> |
| References | <p>? Naresh K. Malhotra, Marketing Research: An Applied Orientation</p> <p>? SPSS 14.0 Student version</p> <p>? Mahir Nakip, Pazarlama Araştırmaları Teknikleri ve SPSS Destekli Uygulamalar</p> <p>? Kemal Kurtuluş, Pazarlama Araştırmaları</p> |

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 |