

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
PM543	Advanced Techniques in Marketing Research	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters 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 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