

## 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	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	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 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 Week 14. Presentation
References	? Naresh K. Malhotra, Marketing Research: An Applied Orientation ? SPSS 14.0 Student version ? Mahir Nakip, Pazarlama Arařtırmaları Teknikleri ve SPSS Destekli Uygulamalar ? Kemal Kurtuluř, Pazarlama Arařtırmaları

## Theory Topics

Week	Weekly Contents
1	Introduction to marketing research
2	Introduction to marketing research

<b>Week</b>	<b>Weekly Contents</b>
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