

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
PM544	Reporting Techniques	2	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 research and reporting techniques.
Content	<p>Week 1. Introduction to qualitative research</p> <p>Week 2. Yıldırım, E. (2002). 'Cogito Ergo Sum'dan 'Vivo Ergo Sum'a Örgütsel Analiz. Yönetim Araştırmaları Dergisi, 2(2), 155-185.</p> <p>Week 3. Benavides, T. B. T., & Garelli, J. L. P. (2019). Understanding digital moms: motivations to interact with brands on social networking sites. Qualitative Market Research, 22(1), 70-87.</p> <p>Okazaki, S., & Rivas, J. A. (2002). A content analysis of multinationals' Web communication strategies: cross-cultural research framework and pre-testing. Internet Research. Vol.12 No.5, 380-390</p> <p>Thompson, C. J., & Haytko, D. L. (1997). Speaking of fashion: consumers' uses of fashion discourses and the appropriation of countervailing cultural meanings. Journal of consumer research, 24(1), 15-42.</p> <p>Week 4. Fundamental transformations in scientific research methods, qualitative research in scientific research tradition</p> <p>Week 5. The process of qualitative research, sampling in qualitative research</p> <p>Week 6. Depth interview, focus group</p> <p>Week 7. Mid-term Exam</p> <p>Week 8. Observation, document review</p> <p>Week 9. Data analysis in qualitative research</p> <p>Week 10. Ethnographic research</p> <p>Week 11. Phenomenology</p> <p>Week 12. Grounded theory</p> <p>Week 13. Presentation</p> <p>Week 14. Presentation</p>
References	Ali Yıldırım & Hasan Şimşek (2004), Sosyal Bilimlerde Nitel Araştırma Yöntemleri, Seçkin Yayınevi Türker Baş, Ulun Akturan (2008), Nitel Araştırma Yöntemleri Nvivo 7.0 ile Nitel Veri Analizi, Seçkin Kitabevi

Theory Topics

Week	Weekly Contents
1	Introduction to qualitative research
2	Yıldırım, E. (2002). 'Cogito Ergo Sum'dan 'Vivo Ergo Sum'a Örgütsel Analiz. Yönetim Araştırmaları Dergisi, 2(2), 155-185.
3	Q??
4	Fundamental transformations in scientific research methods, qualitative research in scientific research tradition
5	The process of qualitative research, sampling in qualitative research
6	Depth interview, focus group
7	Mid-term Exam
8	Observation, document review
9	Data analysis in qualitative research
10	Ethnographic research
11	Phenomenology
12	Grounded theory
13	Presentation
14	Presentation