

## 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	The aim of this course is to analyze the current and potential opportunities in marketing analysis and decision making and to teach research methodologies for defining problems. In this context, it is aimed to teach qualitative and quantitative research processes practically.
Content	<p>Week 1: Marketing and basic concepts</p> <p>Week 2: Introduction to marketing research Defining a marketing problem</p> <p>Week 3: Research Design Exploratory Research: Secondary Data</p> <p>Week 4: Exploratory Research: Qualitative Research Descriptive Research</p> <p>Week 5: Causal Research</p> <p>Week 6: Measurement and Scaling</p> <p>Week 7: Midterm</p> <p>Week 8: Questionnaire and Form Design Sampling</p> <p>Week 9: Sampling Fieldwork Data preparation Descriptive Statistics and Hypothesis Testing- SPSS</p> <p>Week 10: Coding and analysis- SPSS</p> <p>Week 11: Coding and analysis- SPSS</p> <p>Week 12: Holiday</p> <p>Week 13: Presentation</p> <p>Week 14: Presentation</p>
References	<p>Naresh K. Malhotra, Marketing Research: An Applied Orientation</p> <p>Mahir Nakip, Pazarlama Araştırmaları Teknikleri ve SPSS Destekli Uygulamalar</p> <p>Kemal Kurtuluş, Pazarlama Araştırmaları</p>

## Theory Topics

Week	Weekly Contents
1	Marketing and basic concepts
2	Introduction to marketing research / Defining a marketing problem
3	Research Design / Exploratory Research: Secondary Data
4	Exploratory Research: Qualitative Research / Descriptive Research
5	Causal Research
6	Measurement and Scaling
7	Midterm
8	Questionnaire and Form Design / Sampling
9	Sampling / Fieldwork / Data preparation / Descriptive Statistics and Hypothesis Testing- SPSS
10	Coding and analysis- SPSS
11	Coding and analysis- SPSS
12	Holiday
13	Presentation
14	Presentation