

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	The aim of this course is to teach research methodologies for marketing. In this context it is aimed to teach quantitative research processes practically.
Content	Week 1: Marketing and Basic Concepts Week 2: Introduction to Marketing Research Defining Research Problem Week 3: Research Design Exploratory Research: Secondary Data Week 4: Exploratory Research: Qualitative Research Descriptive Research Week 5: Causal Research Week 6: Measurement and Scaling Week 7: Midterm Week 8: Questionnaire and Form Design Sampling Week 9: Sampling Fieldwork Data preparation Descriptive Statistics and Hypothesis Testing- SPSS Week 10: Coding and analysis- SPSS Week 11: Coding and analysis- SPSS Week 12: Holiday Week 13: Presentation Week 14: Presentation
References	Naresh K. Malhotra, Marketing Research: An Applied Orientation Mahir Nakip, Pazarlama Araştırmaları Teknikleri ve SPSS Destekli Uygulamalar Kemal Kurtuluş, Pazarlama Araştırmaları

Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts
2	Introduction to Marketing Research / Defining Research 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