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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Marketing Research** |  | 3 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| Design Purpose | The aim of this course is to provide students with the ability to conduct research that they will need in their professional life and to enable students to interpret previous research. |
| Course Learning Outcomes | At the end of this course, the student;1. Comprehends the importance of marketing researches .Learns concepts such as theory, theory, paradigm .3. Learns to hypothesize.4. Learns to establish the relationship between dependent and independent variables.5. Learns quantitative and qualitative research methods at basic level.6. Gains the ability to evaluate marketing research. |
| Course Content | The concept of science and scientific research process, data types, sampling, quantitative and qualitative research methods, the implementation and reporting process of a research. |
| **Weeks** | **Topics** |
| one | Science What is it? of science Short Date |
| 2 | Scientific Research ; Basis concepts |
| 3 | Scientific Research Process |
| 4 | Data concept and Data Types |
| 5 | Data Collection Techniques  |
| 6 | Quantitative Research  |
| 7 |  Scale Types |
| 8 | sample and sample Types |
| 9 | Qualitative approaches |
| 10 | Qualitative in the method Data Collection Strategies |
| 11th | Qualitative of data Transcription |
| 12 | of data analysis |
| 13 | A of the research Reporting and presentation |
| 14 |  A Article Over Scientific Research of the sue exemplification  |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Şimşek, Ü. (2017). Araştırma Teknikleri. Akıl Fikir Yayınları. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 2 | 3 | - | 3 | 3 | one | - | - | - | - | - |
| **LO2** | 2 | 2 | - | 3 | 3 | one | - | - | - | - | - |
| **LO3** | 2 | 4 | - | 3 | 3 | one | - | - | - | - | - |
| **LO4** | 3 | 4 | - | 3 | 3 | one | - | - | - | - | - |
| **LO5** | 3 | 3 | - | 3 | 3 | one | - | - | - | - | - |
| **LO6** | 3 | 4 | - | 3 | 3 | one | - | - | - | - | - |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Marketing Research | 3 | 3 | - | 3 | 3 | one | - | - | - | - | - |

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