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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlama Araştırmaları** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Bu dersin amacı, öğrencilere meslek hayatlarında ihtiyaç duyacakları araştırma yapabilme becerisini kazandırmak ve öğrencilerin önceden yapılmış olan araştırmaları yorumlayabilmelerini sağlamaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Pazarlama araştırmalarının önemini kavrar .  2. Teori, kuram, paradigma gibi kavramları öğrenir.  3. Hipotez kurmayı öğrenir.  4. Bağımlı ve bağımsız değişkenler arasında ilişki kurmayı öğrenir.  5. Nicel ve nitel araştırma yöntemlerini temel düzeyde öğrenir.  6. Pazarlama araştırmalarını değerlendirebilme becerisi kazanır. | | | | | | | Dersin İçeriği | Bilim kavramı ve bilimsel araştırma süreci, veri türleri, örneklem nicel ve nitel araştırma yöntemleri, bir araştırmann uygulanması ve raporlanma süreci. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Bilim Nedir? Bilimin Kısa Tarihi | | | | | | | 2 | Bilimsel Araştırma; Temel kavramlar | | | | | | | 3 | Bilimsel Araştırma Süreci | | | | | | | 4 | Veri Kavramı ve Veri Türleri | | | | | | | 5 | Veri Toplama Teknikleri | | | | | | | 6 | Nicel Araştırma | | | | | | | 7 | Ölçek Türleri | | | | | | | 8 | Örneklem ve Örneklem Türleri | | | | | | | 9 | Nitel Yaklaşımlar | | | | | | | 10 | Nitel yöntemde Veri Toplama Stratejileri | | | | | | | 11 | Nitel Verilerin Transkripsiyonu | | | | | | | 12 | Verilerin Analizi | | | | | | | 13 | Bir Araştırmanın Raporlanması ve Sunumu | | | | | | | 14 | Bir Makale Üzerinden Bilimsel Araştırma Süecinin Örneklendirilmesi | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Şimşek, Ü. (2017). *Araştırma Teknikleri*. Akıl Fikir Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 2 | | 3 | - | | 3 | 3 | | 1 | - | | - | - | | - | - | | **ÖÇ2** | 2 | | 2 | - | | 3 | 3 | | 1 | - | | - | - | | - | - | | **ÖÇ3** | 2 | | 4 | - | | 3 | 3 | | 1 | - | | - | - | | - | - | | **ÖÇ4** | 3 | | 4 | - | | 3 | 3 | | 1 | - | | - | - | | - | - | | **ÖÇ5** | 3 | | 3 | - | | 3 | 3 | | 1 | - | | - | - | | - | - | | **ÖÇ6** | 3 | | 4 | - | | 3 | 3 | | 1 | - | | - | - | | - | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Pazarlama Araştırmaları | 3 | 3 | - | 3 | 3 | 1 | - | - | - | - | - | |