MARKETING RESEARCH

1	Course Title:	MARKETING RESEARCH
2	Course Code:	ISL3310
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	6
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç. Dr. SERKAN KILIÇ
15	Course Lecturers:	Prof. Dr. Murat Hakan ALTINTAŞ Prof. Dr. Erkan ÖZDEMİR Prof. Dr. Çağatan TaAŞKIN
16	Contact information of the Course Coordinator:	E-posta: skilic@uludag.edu.tr Telefon: 0224 294 11 11 Adres: Bursa Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
17	Website:	
18	Objective of the Course:	Providing information to decision makers about marketing problems and solutions of these problems.
19	Contribution of the Course to Professional Development:	Defining the marketing problems and make solutions
20	Learning Outcomes:	

		1	Defining the marketing problems and make solutions
		2	Understanding how to apply marketing research techniques
		3	Understanding the process and methods of sampling
		4	Have a knowledge of data analysis
		5	Understanding the types of marketing research
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21	Course Content:	

Course Content:

Week	Theoretical	Practice
1	The concept of marketing research and its importance	
2	Ethics in marketing research	
3	Marketing research process	

4	Exploratory research and qualitative studies	
5	Data types and data sources	
6	Sampling process	
7	Primary data collection methods (mid-term exam)	
8	The questionnaire form design and data collection	
9	Measurement and scale in marketing research	
10	Preparation and analysis of data for analysis	
11	One-and two-variable analysis	
12	Multivariate analysis	
13	Types of marketing research	
14	Types of marketing research	

22	Textbooks, References and/or Other Materials:	Ercan Gegez, Pazarlama araştırmaları, Beta yayınları, İstanbul, Tuncer Tokol, Pazarlama araştırması, Dora yayınları, Bursa, V. Kumar, David A. Aaker, George S. Day, Essentials of marketing research, John Wiley & Sons, New York.
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT	
Midterm Exam	1	40.00	
Final Exam	1	60.00	
Total		100.00	
Contribution of Term (Year) Learning Activities to Success Grade		40.00	
Contribution of Final Exam to Success Grade		60.00	
Total		100.00	
Measurement and Evaluation Techniques Used in the Course		The achievements of the course regarding midterm and final exams will be measured with the test exam approach.	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Others	1	10.00	10.00
Final Exams	1	50.00	50.00
Total Work Load			170.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	**CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS**															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	5	5	5	1	1	1	5	1	1	1	5	0	0	0	0
ÖK2	1	5	5	5	1	1	1	5	1	1	1	5	0	0	0	0
ÖK3	1	5	5	5	1	1	1	5	1	1	1	5	0	0	0	0
ÖK4	1	5	5	5	1	1	1	5	1	1	5	5	0	0	0	0

ÖK5	5	5	5	5	1	1	1	5	1	1	1	5	0	0	0	0

LO: Learning Objectives   PQ: Program Qualifications

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High