

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:	Prof. Dr. MURAT HAKAN ALTINTAŞ
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü, Görükle, Bursa,mhakan@uludag.edu.tr
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:	
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 arařtırmaları, Beta yayınları, İstanbul, Tuncer Tokol, Pazarlama arařtırması, Dora yayınları, Bursa, V. Kumar, David A. Aaker, George S. Day, Essentials of marketing research, John Wiley & Sons, New York.
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23	Assesment	
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TERM LEARNING ACTIVITIES		NUMBER	WEIGHT		
Midterm Exam		1	40.00		
Quiz		0	0.00		
Activites			Number	Duration (hour)	Total Work Load (hour)
Total Theoretical		2	100.00	3.00	42.00
Practicals/Labs		0	0.00	0.00	0.00
Self study and preperation		14	2.00	28.00	
Contribution of Final Exam to Success Grade		60.00			
Homeworks		0	0.00	0.00	0.00
Total Projects		0	0.00	0.00	0.00
Field Studies		0	0.00	0.00	0.00
Midterm exams		1	15.00	15.00	
24 ECTS / WORK LOAD TABLE					
Others		1	45.00	45.00	
Final Exams		1	20.00	20.00	
Total Work Load					150.00
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
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							