



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b>	MANAGEMENT	<b>Dept. Numeric Code</b>	3 2
<b>Course Code</b>	M A N 4 0 3	<b>Number of Weekly Lecture Hours</b>	2
		<b>Number of Weekly Lab/Tutorial Hours</b>	1
		<b>Number of Credit Hours</b>	3
<b>Course Web Site</b>	http:// man403.cankaya.edu.tr		<b>ECTS Credit</b>
			0 5

#### Course Name and Other Course Information

*This information will appear in the printed catalogs and on the web online catalog.*

<b>English Name</b>	Marketing Research
<b>Turkish Name</b>	Pazarlama Araştırması
<b>Mode of Delivery</b>	Face to Face
<b>Language of Instruction</b>	English

#### Course Description

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

Bu ders, hedef pazarın ve pazardaki tüketici ihtiyaçlarının anlaşılmasında önemli rol oynayan uygulamalı bir işletmecilik disiplini ile ilgilidir. Ders öğrencilere; pazarlama araştırmasının temelleri, değişik araştırma teknikleri ve bu tekniklerin pazarlama yöneticilerine pazarlama problemlerinin çözümünde nasıl yardımcı olacakları konusunda geniş bir bakış açısı kazandıracak şekilde tasarlanmıştır. Derste; problem tanımlama, araştırma tasarımı, örnekleme, anket tasarımı, veri toplama, veri analizi, hipotez testi ve sonuçların raporlanması aşamalarından oluşan pazarlama araştırması süreci incelenmektedir.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any. <span style="border: 1px solid black; padding: 2px;">Prior knowledge in MAN 307 is strongly recommended</span>	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>	<input checked="" type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other			

**Part II. Detailed Course Information****Course Objectives***Maximum 100 words.*

The purpose of this course is to provide students with a background in both theory and application of marketing research. The course contains main research techniques and their applications, which are required for carrying out a research. Also, it tries to teach the basic concepts and applications of statistical software package SPSS. Knowledge of the research methods and SPSS applications will enable students to both implement and evaluate marketing research during their careers.

**Learning Outcomes***Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Learn the methods of conducting marketing research in business, including research design, questionnaire development, data collection procedures, data analysis, presentation of results and client management, and to apply these methods to a marketing research client project.
  2. Gain an understanding of the differences between and uses of quantitative and qualitative approaches in marketing research.
  3. Learn and use SPSS statistical software in data analysis
- Students will develop an appreciation for the unique ethical consideration in the marketing research field.
4. Be able to plan a primary marketing research study on a marketing problem of their choice according to industry-accepted standards.
  5. Be able to write a marketing research proposal.

**Textbook(s)***List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Jr., Joseph Hair , Mary Celsi , Robert Bush, David Ortinau	Essentials of Marketing Research (4 <sup>th</sup> Edition)	McGraw Hill	2017	978-1-259- 25246-4
Carl McDaniel Jr. and Roger Gates	Marketing Research with SPSS (8th Edition)	John Wiley and Sons.	2010	978-0-470- 41436-1

**Reference Books***List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Tony Proctor	Essentials of Marketing Research (4th Edition)	Financial Times Prentice Hall.	2005	978-0-273- 69494-6
Ayhan Ural, İbrahim Kılıç	Bilimsel Araştırma Süreci ve SPSS ile Veri Analizi	Detay Yayıncılık	2010	975-8969-17- X

**Teaching Policy***Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Two hours of lecturing and one hour of SPSS lab application. Also, different case studies are prepared for students. They are expected to read the cases, answer the case questions, and attend the lab hours to learn the application of the program.

**Laboratory/Studio Work***Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

One hour computer laboratory work required per week

**Computer Usage**

Briefly describe the computer usage and the hardware/software requirements for the course.

IBM SPSS Statistics V21.0.0 hardware required for the course

**Course Outline**

List the weekly topics to be covered.

Week	Topic(s)
1	Nature and Scope of Marketing Research
2	Methodologies of Marketing Research
3	Planning The Research Project
4	Basic Concepts of Measurement and Scaling
5	Attitude Measurement
6	Questionnaire Design
7	Midterm exam
8	The Sampling Process and Selection
9	Managing Marketing Research and Ethical Issues in Marketing Research
10	Introduction to SPSS
11	Data Preparation and Processing
12	Data Analysis in SPSS
13	Hypothesis Testing
14	Applications of Sample Research

**Grading Policy**

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm exam	1	35 %						
Case Studies	4	20 %						
Term Project	1	45%						

**ECTS Workload**

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	13	2	26
Attending Labs/Recitations ( <i>weekly basis</i> )	13	1	13
Compilation and finalization of course/lecture notes ( <i>weekly basis</i> )	13	1	13
Collection and selection of relevant material ( <i>once</i> )	1	5	5
Self study of relevant material ( <i>weekly basis</i> )	13	2	26
Take-home assignments	3	5	15

Preparation for quizzes	-	-	-
Preparation for mid-term exams (including the duration of the exams)	1	7	7
Preparation of term paper/case-study report (including oral presentation)	4	3	12
Preparation of term project/field study report (including oral presentation)	1	8	8
Preparation for final exam (including the duration of the exam)	-	-	-
TOTAL WORKLOAD / 25			125
<b>ECTS Credit</b>			<b>5</b>

**Program Qualifications vs. Learning Outcomes** Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.			X		
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.					X
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.				X	
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.					X
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.					X
8	Be thereby qualified to conduct research in business administration and management.					X
9	Be appropriately trained to fulfill his/her responsibilities in teamwork both as a leader and an expert.				X	
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.			X		
	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.			X		

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest