AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Marketing Research						
Course Code	PAR207		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	2	Laboratory	0
Objectives of the Course	It is possible to identify the problem clearly and to determine the marketing research purpose, to determine the data sources and data collection methods for the marketing research according to the nature of the problem and to determine the sample group in the marketing research according to the characteristic of the problem and to collect and analyze the data , to be able to report.						
Course Content	Determining the data sources for the marketing research, Determining the data collection methods for the marketing research, Determining the sample group in the marketing research and fulfilling the sampling process, Collecting and analyzing the data, Reporting the data.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion				
Name of Lecturer(s)							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Marketing Research-Mahir Nakip

Week	Weekly Detailed Course Contents	
1	Theoretical	Clearly present the problem
2	Theoretical	Determine the purpose of marketing research
3	Theoretical	Determine the purpose of marketing research Identify data sources for marketing research
4	Theoretical	Identify data sources for marketing research
5	Theoretical	Identify data sources for marketing research Identify data collection methods for marketing research
6	Theoretical	Identify data collection methods for marketing research
7	Theoretical	Identify data collection methods for marketing research
8	Theoretical	Identify data collection methods for marketing research
9	Intermediate Exam	midterm
10	Theoretical	Identify data collection methods for marketing research
11	Theoretical	Identify data collection methods for marketing research Identifying sample group in marketing research and fulfilling sampling process
12	Theoretical	Identifying sample group in marketing research and fulfilling sampling process
13	Theoretical	Identifying sample group in marketing research and fulfilling sampling process Collecting and analyzing data
14	Theoretical	Collecting and analyzing data
15	Theoretical	Report data
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28

Lecture - Practice	14	0	2	28
Assignment	7	0	1	7
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to identify problem and aim in marketing research
2	To design and implement marketing research
3	To design and implement marketing research II
4	Student will be able to define basic concepts related to qualitative and quantitative marketing research
5	Student will be able to explain sampling and sampling process in marketing research.

Programme Outcomes *(Marketing)*

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3
P1	4	3	5
P2	3	2	1
P3	5	4	3
P4	2	4	4
P5	4	5	4
P6	3	5	5
P7	5	5	5
P8	4	4	4
P9	5	4	5
P10	4	3	4
P11	3	3	4
P12	5	5	5
P13	4	5	5
P14	4	5	5