



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Research Methods and Techniques								
Course Code	PZL109			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Purpose of the lesson is to increase students' research knowledge and abilities.								
Course Content	Selection of research subjects, literatures, assessment of experiment results, presentation								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Lecturer notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Selection of experiment subjects
2	Theoretical	Selection of experiment subjects
3	Theoretical	Literature review
4	Theoretical	Literature review
5	Theoretical	Assessment of experiment results
6	Theoretical	Assessment of experiment results
7	Theoretical	Assessment of experiment results to reports
8	Intermediate Exam	Midterm
9	Theoretical	Assessment of experiment results to reports
10	Theoretical	Pre-presentation
11	Theoretical	Pre-presentation
12	Theoretical	Presentation
13	Theoretical	Presentation
14	Theoretical	Presentation
15	Theoretical	Presentation
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	8	0	8
Midterm Examination	1	9	1	10
Final Examination	1	14	1	15
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 encourage Experimental research
2	To be able to encourage for Preparation of experimental report



3	To be able to assess the experimentation results
4	To be able to Present an experiment

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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

	L1	L2	L3	L4
P1	4	4	4	4
P2	5	5	5	5
P3	3	3	3	3
P4	4	5	5	5
P5	5	3	3	3
P6	4	4	4	4
P7	4	3	3	3
P8	3	3	3	3
P9	5	4	4	4
P10	5	4	5	4
P11	4	4	4	4
P12	4	4	4	4
P13	5	5	5	
P14	5	5	5	5

