



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

Course Title	Marketing Research								
Course Code	PZL207			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	81 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Marketing managers give accurate and timely decisions about marketing, marketing strategy and tactics play an important role in providing competitive advantage and as soon as the determination of the effective the provision of the market, and this information is accurate methodsto analyze continuous data								
Course Content	Place of Marketing Research, marketing management, Scope andTypes of Research and Marketing Research Process DefiningResearch Problem								
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	Marketin Researches, Kemal Kurtuluş, (1998), 6. Basım, İstanbul, Avcıol Basım Yayın.
2	Marketing Researches, Cemal Yükselen, (2000) Ankara, Detay Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of marketing research, marketing research definition.The importance of marketing research.
	Preparation Work	Instruction book
2	Theoretical	His interest in marketing research and other academic areas wherethe organization of marketing research.
	Preparation Work	Instruction book
3	Theoretical	Marketing research process
	Preparation Work	Instruction book
4	Theoretical	Defining the problem in marketing research
	Preparation Work	Instruction book
5	Theoretical	Sampling and sampling methods
	Preparation Work	Instruction book
6	Theoretical	Secondary Data
	Preparation Work	Instruction book
7	Theoretical	Poll and survey methods
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term exam
9	Theoretical	Observation and observation methods in marketing research
	Preparation Work	Instruction book
10	Theoretical	Test method in marketing research
	Preparation Work	Instruction book
11	Theoretical	Data collection and classification of data.
	Preparation Work	Instruction book
12	Theoretical	The analysis of data (frequency, percentage, mean, mode, median, Contingency Tables
	Preparation Work	Instruction book
13	Preparation Work	Instruction book
14	Theoretical	ANOVA /Single Variance, Manova / Multiple Variance
	Preparation Work	Instruction book



15	Theoretical	The concept of marketing research, marketing research definition. The importance of marketing research.
	Preparation Work	Instruction book
16	Preparation Work	Instruction book
	Final Exam	Final Exam
17	Preparation Work	Instruction book
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	3	4	0	12
Midterm Examination	1	5	1	6
Final Examination	1	6	1	7
Total Workload (Hours)				81
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to understand Concept of Marketing Research, Definition
2	To be able to understand Importance and Areas of Application
3	To be able to understand Relationship to Other Disciplines and Boundaries
4	To be able to understand Place of Organization
5	To be able to understand Definition of Research Process

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	L5
P1	5	5	5	5	5
P2	3	3	3	3	3
P3	5	3	5	5	5
P4	1	1	1	1	2
P5	4	5	5	4	5
P6	5	3	3	3	3
P7	1	1	1	1	1
P8	3	2	3	1	3
P9	3	3	4	3	4
P10	3	3	3	3	3



P11	1	1	1	1	1
P12	5	5	5	5	5
P13	3	3	3	3	3
P14	5	3	5	5	5
P15	1	1	1	1	1

