AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Marketing Research							
Course Code	PMP207		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 *(Hours)*	Theory	3	Practice	0	Laboratory	0

Objectives of the Course	The student, the problem clearly be able to determine the put be and marketing research purposes occurs, the problem is the property and to identify a data source and data collection methods for marketing research according to the nature of the research, according to the problems of the property to identify a sample of the marketing research and able to fulfill the sampling process by collecting and analyzing data it is to be reported.
Course Content	data sources for marketing research to identify a method of collecting and analyzing these data is to be reported.
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study
Name of Lecturer(s)	

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Pazarlama Araştırması

Week	Weekly Detailed Course Contents	
1	Theoretical	clearly reveals problems
2	Theoretical	To determine the marketing research purposes
3	Theoretical	To identify sources of data for marketing research
4	Theoretical	To identify sources of data for marketing research
5	Theoretical	To determine the method of data collection for market research
6	Theoretical	To determine the method of data collection for market research
7	Theoretical	To determine the method of data collection for market research
8	Intermediate Exam	Midterm
9	Theoretical	To determine the method of data collection for market research
10	Theoretical	To determine the method of data collection for market research
11	Theoretical	To determine the sample mass in marketing research and to meet the sampling process
12	Theoretical	To determine the sample mass in marketing research and to meet the sampling process
13	Theoretical	to collect and analyze data
14	Theoretical	to collect and analyze data
15	Theoretical	Reporting data

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	2	2	0	4
Individual Work	5	1	0	5
Midterm Examination	1	12	1	13
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = **ECTS**				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes *(Marketing)*

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5