AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Marketing Research						
Course Code	ZTE507		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	7	Workload	173 *(Hours)*	Theory	2	Practice	2	Laboratory	0

Objectives of the Course	Main objective of this course is understanding the process and techniques of Marketing Research as well as its application on agricultural products. After taking this course, students will be able to gain skills about problem formulation, research design, data collection, data analysis, interpretation and results reports
Course Content	Definition and importance of marketing research and the place of marketing research in business organization and marketing information systems. Detection and identification of problems in marketing research, determination of data sources, sampling and data collection methods. Analysis of market segmentation, target market selection and planning of the marketing mix. Advantages of entering international markets, forms of international market entry and forms of payment used in international trade. Consumer, products, distribution channels, advertising, price and foreign market research. To reveal the functions and contributions of the branding, labeling and packaging in agricultural marketing.
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study
Name of Lecturer(s)	Assoc. Prof. Gökhan ÇINAR

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Gilbert, A., Churchill, Jr., (1998), Marketing Research, University of Wisconsin, USA
2	Pedberg, D.I., Titson, C., and Albisu, L.M., 2002, Agro-food marketing, Cab International, Zaragoza-Spain
3	Tokol, T.,2000 Marketing Research, Uludağ Universty, Publication No: 164, Bursa.
4	Yukselen C., 2000, Marketing Research, Detay publisher, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Course description and content, rules and requirements
2	Theoretical	Definition and importance of marketing research, the place of marketing research in business organization
3	Theoretical	The place of marketing research in marketing information systems
4	Theoretical	Detection and identification of problems in marketing research and determination of data sources
5	Theoretical	Sampling methods used in marketing research and the methods used to collect data
6	Theoretical	Market segmentation and selection of target market
7	Theoretical	Establishment the marketing mix
8	Intermediate Exam	Midterms
9	Theoretical	The basic concepts of international marketing
10	Theoretical	Factors affecting consumers' purchasing behavior
11	Theoretical	New products and new product development strategies
12	Practice	Distribution channels and promotion research
13	Practice	Price research and pricing strategies
14	Practice	Foreign market research and the methods used in foreign market research
15	Practice	Case study
16	Final Exam	Term Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Lecture - Practice	14	2	2	56
Midterm Examination	1	24	1	25
Final Examination	1	35	1	36
			Total Workload (Hours)	173
		[Total Workload (Hours) / 25*] = **ECTS**		7

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to understand the importance of marketing research
2	To be able to comprehend the marketing research process and stages of it
3	To be able to gain ability about determining the appropriate marketing strategies among alternatives
4	To be able to understand the types of marketing research and their processes and apply them to agricultural marketing research
5	Identify and define the problem in marketing researches, determine the data sources and make analyzes that can be applied to these data

Programme Outcomes *(Agricultural Economics Master)*

1	To be able to comprehend and solve agricultural economic issues using Agricultural sciences and the basic principles of economic science.
2	To be able to access information, evaluate, interpret, and implement in the processes of the scientific research processes related to Agricultural economy.
3	To be able to integrate the relationship between the use of natural resources and productivity, with environmental, food safety and sustainability objectives
4	To be able to predict the effects of economic and political developments on the Turkish agricultural sector, to be able to view, comprehend and interpret national and international agricultural markets, to be able to apply the innovative methods.
5	To be able to communicate with all actors showing activity in the countryside at the required level of behavior science, to detect problems, and to be able to conduct joint project.
6	To be able to lead multi-disciplinary studies in agricultural sciences, to be able to enhance solutions in complex situations and to be able to take responsibility.
7	To be able to raise awareness about the new and developing practices of the job, to be able to review and learn these when needed.
8	To be able to use theoretical and practical information in agricultural economics.
9	To be able to design innovative solutions integrating the original ideas and methods in agriculture and the economy with the system, part or process designs.
10	To be able to articulate the idea, and the findings about the research topic verbal and written in an effective way.

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	4				
P2		4			
P8			5	5	
P9					5