



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods and Ethics in Social Sciences							
Course Code		HİRY535		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To introduce graduate students to basic concepts related to scientific research methods, to ensure that they have experienced the process of preparing a scientific research proposal, to apply their studies with appropriate research methods and techniques, and to obtain a written report in accordance with scientific writing rules and ethical rules. as their purpose.							
Course Content		To introduce graduate students to the basic concepts of scientific research methods, to enable them to experience the process of preparing a scientific research proposal, to apply their studies with appropriate research methods and techniques, and to obtain a written report in accordance with scientific writing rules and ethical rules. as their purpose.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based 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	1. 1. Arıkan, R.2000. Araştırma Teknikleri ve Rapor Yazma, Gazi Kitabevi, 2. Ankara. 3. 2. Cebeci, S.2015. Bilimsel Araştırma ve Yazma Teknikleri, Alfa Yayınları, İstanbul. 2. 3. Day, R.A. 1996. Bilimsel Makale Nasıl Yazılır, Nasıl Yayımlanır. Tübitak Yayınları. 3. 4. Hafner, A.W. 1998. Descriptive Statistical Techniques for Librarians. 4. Chicago. 5. 5. Karasar, N.1995. Bilimsel Araştırma Yöntemi: Kavramlar, İlkeler, Teknikler. 3A Araştırma Eğitim, Danışmanlık Ltd. Şti., Ankara. 6. Kothari, C.R. 2004. Research Methodology Methods and Techniques. New Age International Publishers, India. 7. Özdamar, K. 2003. Modern Bilimsel Araştırma Yöntemleri, Kaan 8. Kitabevi, Eskişehir. 9. 8. Seyidoğlu, H.2009. Bilimsel Araştırma ve Yazma El Kitabı, Güzem Can Yayınları, İstanbul.
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Week	Weekly Detailed Course Contents	
1	Theoretical	explaining Research methodology
2	Theoretical	Determining the research topic
3	Theoretical	Defining the research problem
4	Theoretical	thesis, anti thesis synthesis will be explained
5	Theoretical	Writing the hypothesis
6	Theoretical	Determining the research method and model
7	Intermediate Exam	vize
8	Practice	Data collection and analysis
9	Practice	Scientific research writing rules and techniques
10	Theoretical	Interpretation and report writing
11	Theoretical	Principles of scientific publication ethics
12	Theoretical	Ethical standards, legal limitations and software
13	Theoretical	Presentation of term paper
14	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	10	3	2	50



Lecture - Practice	15	3	2	75
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to explain scientific research and its properties
2	To be able to prepare scientific research proposal
3	To be able to apply appropriate research methods and techniques
4	To be able to search and cite literature
5	present his researches

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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

