



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Research							
Course Code		LYM502		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to enable students to reach the competence to conduct marketing research in order to be effective in the marketing management and decision making process. The general objective of this course is to develop the ability to conduct marketing research and provide information for marketing decision making. The broad course objectives are to help students understand the central concepts of marketing research, the methods of conducting marketing research and how to use research to solve the problems faced by a marketing manager.							
Course Content		This course realizes a general and applied approach to marketing research. This course provides a broad overview of marketing research from a practical and applied perspective.They provide a broad overview of marketing research from a practical and applied perspective. Students will learn the basics of research and how to conduct a research project.							
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	Marketing Research: Tools and Techniques 3rd Edition
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction To The Course And Role Of Marketing Research In Management Decision Making
2	Theoretical	Marketing Research Ethics And Evaluating Agencies
3	Theoretical	Problem Definition, Research Process And Brief Writing
4	Theoretical	Exploratory Research And Qualitative Techniques
5	Theoretical	Consumer Insight Generation
6	Theoretical	Observational Research
7	Theoretical	Experimental Research
8	Theoretical	Secondary Data
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Questionnaire Design
12	Theoretical	Sampling
13	Theoretical	Syndicated Data/Retail Measurement
14	Theoretical	Household Panel
15	Theoretical	Media Panel
16	Final Exam	Finaller

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Reading	13	0	2	26
Midterm Examination	1	25	1	26



Final Examination	1	35	1	36
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	The students will be able to : define what marketing research is, what kinds of information it can provide, and how it is used by marketing management.
2	to identify and explain alternative research methods and their relative strengths and weaknesses.
3	to determine which marketing research methods will be suitable to analyze which types of marketing problems.
4	to identify and describe major types of measurement techniques and data collection methods.
5	to analyze data obtained through marketing research using the SPSS software.

Programme Outcomes (Logistics Management Interdisciplinary Master)

1	Being able to contribute to the institution the participant works for and the logistics sector by the use of the knowledge and abilities gained during the education period; and manage change in the institution and the sector;
2	Reaching a competency about contemporary business and technology applications in the area of logistics and supply chain management and analysis and strategy development methods;
3	Being able to create opportunities by combining supply chain management with information technologies and innovative processes by the use of the interdisciplinary courses the participants take;
4	Having the ability to develop creative solutions by working on global logistics and supply chain subjects and realizing these by the use of their project management knowledge;
5	Having the knowledge, abilities and capabilities required for effective logistics and supply chain management by the use of a problem and case analysis based learning;
6	Being able to examine logistics and supply chain processes with the management science viewpoint, analyze related concepts and ideas by scientific methods;
7	If continuing to work in the academia, having the necessary information on logistics applications; if continuing to work in the sector, having the necessary knowledge on conceptual subjects;
8	Being able to specify appropriate research questions about his/her research area, conduct an effective research with the use of necessary methods and apply the research outcomes in the sector or the academia;
9	Being able to follow the changes and developments in the sector the participant works in, in order to keep his/her personal and professional competence updated and develop himself/herself when necessary;
10	Have the necessary capabilities to pursue doctoral studies in national and foreign institutions

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

