M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details

Code		Academic Year	Semester
BM002		1	Elective

Title	T	A	L	ECTS
Market Research	3	0	0	6

Language	English			
Level	**Undergraduate**		**Graduate**	X	**Postgraduate**	
Department / Program	Business Management			
Forms of Teaching and Learning	Face to face			
Course Type	**Compulsory**		**Elective**	X
Objectives	Providing information on market research, processes and specific analysis methods.			
Content	Types of market research, data collection methods, regression, factor analysis, hypothesis testing, clustering analysis.			
Prerequisites	-			
Coordinator	Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU			
Lecturer(s)	-			
Assistant(s)	-			
Work Placement	-			

Recommended or Required Reading

Books / Lecture Notes	Kohn, W. & Öztürk, R. (2017). Statistik für Ökonomen: Datenanalyse mit R und SPSS, Springer, 3. Baskı.
Other Sources	Berndt, R. (1996). Marketing 1: Käuferverhalten, Marktforschung und Marketing-Prognosen, Springer, 3. Baskı.

Additional Course Material

Documents	Course presentations
Assignments	-
Exams	-

Course Composition

Mathematics und Basic Sciences		50%
Engineering		%
Engineering Design		%
Social Sciences		50%
Educational Sciences		%
Natural Sciences		%

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Health Sciences		%
Expert Knowledge		%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz		
Assignments		
Attendance		
Recitations		
Projects		
Final Exam	1	60
Total		**100**

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
Total Work Load			**180**
ECTS Points (Total Work Load / Hour)			**6**

Learning Outcomes

1	Students will have knowledge about qualitative and quantitative market research methods.
2	Students will gain the ability to plan and implement a market research.

Weekly Content

1	Fundamentals of Market Research
2	Types of Market Research
3	Measurement Criteria / Sampling Methods
4	Data Collection Techniques / Scale Types
5	Descriptive Statistics

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6	Hypothesis Testing
7	Linear Regression
8	Diskriminant Analysis
9	Midterm Exam
10	Logistic Regression
11	Analysis of Variance
12	Factor Analysis
13	Neural Networks
14	Big Data, Deep Learning
15	Clustering Analysis

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	4	5	4	4	5	4	3	5	3	5	3	4	4
2	4	5	4	4	5	4	3	5	3	5	3	4	4

Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by:	Asst. Prof. Dr. Sevgin BATUK
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