|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course Details | | | | | | | | | | | | | | | | | | | |
| Code | | | | | | | | | | | | | | **Academic Year** | | | | | **Semester** |
| BE017 | | | | | | | | | | | | | | 2021-2022 | | | | | Elective |
| Title | | | | | | | | | | | | | | **T** | **A** | | **L** | | **ECTS** |
| Market Research and Data Analysis | | | | | | | | | | | | | | 3 | 1 | | 0 | | 10 |
|  | | | | | | | | | | | | | | | | | | | |
| Language | | | | | English | | | | | | | | | | | | | | |
| Level | | | | | **Master** |  | | | **Doctorate** | | | **X** | | | | | | | |
| Department / Program | | | | | PhD in Business and Economics | | | | | | | | | | | | | | |
| Forms of Teaching and Learning | | | | | Face to face | | | | | | | | | | | | | | |
| Course Type | | | | | **Compulsory** | | |  | | | | | **Elective** | | | | | **X** | |
| Objectives | | | | | The aim of the course is to discuss the theories and issues in market research and data analysis. Theories that form the basis of classical and current research on market research and data analysis will be examined through weekly readings. Courses will be taught by in-depth discussion and comparison of articles published in indexed journals and by examining methodological approaches in the articles. | | | | | | | | | | | | | | |
| Content | | | | | * Steps of Market Research * Applications of Statistical Methods Used in Market Research | | | | | | | | | | | | | | |
| Prerequisites | | | | | - | | | | | | | | | | | | | | |
| Coordinator | | | | | - | | | | | | | | | | | | | | |
| Lecturer(s) | | | | | - | | | | | | | | | | | | | | |
| Assistant(s) | | | | | - | | | | | | | | | | | | | | |
| Work Placement | | | | | None | | | | | | | | | | | | | | |
| Recommended or Required Reading | | | | | | | | | | | | | | | | | | | |
| Books / Lecture Notes | | | * Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research: An applied approach. Pearson Education Limited. * Hair Jr, J.F., William, C.B., Babin, B.J. & Anderson, R.E. (2014). Multivariate Data Analysis. Pearson Education. | | | | | | | | | | | | | | | | |
| Other Sources | | |  | | | | | | | | | | | | | | | | |
| Additional Course Material | | | | | | | | | | | | | | | | | | | |
| Documents | | | * Scientific articles | | | | | | | | | | | | | | | | |
| Assignments | | | - | | | | | | | | | | | | | | | | |
| Exams | | | - | | | | | | | | | | | | | | | | |
| Course Composition | | | | | | | | | | | | | | | | | | | |
| Social Sciences | | |  | | | | | | | | | | | | | 100% | | | |
| Educational Sciences | | |  | | | | | | | | | | | | | % | | | |
| Natural Sciences | | |  | | | | | | | | | | | | | % | | | |
| Health Sciences | | |  | | | | | | | | | | | | | % | | | |
| Expert Knowledge | | |  | | | | | | | | | | | | | % | | | |
| Assessment | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | | | | | | **Percentage (%)** | | | |
| Midterm Exam | | |  | | | | | | | | | | | | |  | | | |
| Quiz | | |  | | | | | | | | | | | | |  | | | |
| Assignments | | | 2 | | | | | | | | | | | | | 40 | | | |
| Attendance | | | Attendance Obligation min. 60% (9 lectures) | | | | | | | | | | | | | 0 | | | |
| Recitations | | |  | | | | | | | | | | | | |  | | | |
| Presentations | | | 2 | | | | | | | | | | | | | 60 | | | |
| Projects | | |  | | | | | | | | | | | | |  | | | |
| Final Exam | | |  | | | | | | | | | | | | |  | | | |
| Total | | | | | | | | | | | | | | | | **100** | | | |
| ECTS Points and Work Load | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | **Duration** | | | | | **Work Load (Hours)** | | | |
| Lectures | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Self-Study | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Assignments | | | 2 | | | | | | | | 28 | | | | | 56 | | | |
| Presentation / Seminar Preparation | | | 2 | | | | | | | | 56 | | | | | 112 | | | |
| Midterm Exam | | |  | | | | | | | |  | | | | |  | | | |
| Recitations | | |  | | | | | | | |  | | | | |  | | | |
| Laboratory | | |  | | | | | | | |  | | | | |  | | | |
| Projects | | |  | | | | | | | |  | | | | |  | | | |
| Final Exam | | |  | | | | | | | |  | | | | |  | | | |
| Total Work Load | | | | | | | | | | | | | | | | **280** | | | |
| ECTS Points (Total Work Load / 28) | | | | | | | | | | | | | | | | **10** | | | |
| Course Learning Outcomes | | | | | | | | | | | | | | | | | | | |
| 1 | Gaining knowledge about previous studies and current research questions in the area of ​​market research and data analysis. | | | | | | | | | | | | | | | | | | |
| 2 | Gaining knowledge about the theories of market research and data analysis. | | | | | | | | | | | | | | | | | | |
| 3 | Developing the ability to critically analyze methodological approaches in scientific journal articles. | | | | | | | | | | | | | | | | | | |
| 4 | Being able to create own research questions. | | | | | | | | | | | | | | | | | | |
| Weekly Content | | | | | | | | | | | | | | | | | | | |
| 1 | Introduction to Market Research | | | | | | | | | | | | | | | | | | |
| 2 | Introduction to Data Analysis | | | | | | | | | | | | | | | | | | |
| 3 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 4 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 5 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 6 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 7 | Student Presentations | | | | | | | | | | | | | | | | | | |
| 8 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 9 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 10 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 11 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 12 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 13 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 14 | Readings on Market Research and Data Analysis | | | | | | | | | | | | | | | | | | |
| 15 | Student Presentations | | | | | | | | | | | | | | | | | | |
| Contribution of Learning Outcomes to Program Objectives (1-5) | | | | | | | | | | | | | | | | | | | |
| CLO | **P1** | | | **P2** | | | **P3** | | |
| 1 | 5 | | | 5 | | | 3 | | |
| 2 | 5 | | | 4 | | | 3 | | |
| 3 | 5 | | | 5 | | | 3 | | |
| 4 | 5 | | | 5 | | | 3 | | |
| Contribution Level | | 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | |
| Compiled by: | | Sub-Department of Production Management and Marketing | | | | | | | | | | | | | | | | | |
| Date of Compilation: | | 17.05.2021 | | | | | | | | | | | | | | | | | |