

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MARKETING DEPARTMENT
COURSE SYLLABUS FORM**

| MAR 301 Marketing Research Methods | | | | | | | |
|---|--------------------|---------------|--------------|--------------------|-------------------|---------------|-------------|
| Course Name | Course Code | Period | Hours | Application | Laboratory | Credit | ECTS |
| Marketing Research Methods | MAR 301 | 5 | 3 | 0 | 0 | 4 | 4 |

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| Language of Instruction | English |
| Course Status | Compulsory |
| Course Level | Bachelor |
| Learning and Teaching Techniques of the Course | Lecture, Question-Answer, Problem Solving |

| Course Objective |
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| <p>Today, managers' ability to make accurate and timely decisions in the markets in which their companies operate, determine the marketing strategies and tactics that play an important role in providing competitive advantage, in a short time and effectively, depend on the continuous supply of data from the market and the analysis of this information with the right methods. In this context, having knowledge about research methods, distinguishing between true - false, successful - unsuccessful, scientific method-based research proposals, determining the most effective method of obtaining the needed research information, It will make it possible to supervise the actual conduct of the research by the unit. Information on this subject is important for both the researcher and the researcher. This information, which seems essential for those who will enter the second group, is also inevitable for managers who want to make and use the budget in an optimum way and to make correct and timely decisions.</p> |

| Learning Outcomes |
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| <p>The students who become successful in this course will be able;</p> <ul style="list-style-type: none"> - gaining skills in integrating qualitative and quantitative marketing research into planning and decision making processes - understanding major steps of conducting scientific marketing research. - learning how to execute a research design including collecting, analysing and interpreting data |

Course Outline

Definition of research, scope, place of research in marketing management
 Ethical rules in research, Defining the research problem, determining the research model,
 Explanatory research design: Secondary research and Qualitative research, Descriptive research
 methods: Cross-section, iterative research and panels, Primary data collection methods in
 descriptive research:
 Questionnaire, Interview, Observation, Creating Theoretical Framework, developing hypotheses,
 Measuring and Scaling Variables, Creating a Questionnaire, Data Analysis: Commonly used
 parametric tests, Data Analysis: SPSS application
 Data Analysis: Multivariate data analysis

Weekly Topics and Related Preparation Studies

| Weeks | Topics | Preparation Studies |
|-------|--|---|
| 1 | Introduction to marketing research (Malhotra, Nunan & Birks, Chap.1) | <input type="checkbox"/> Definition of marketing research <input type="checkbox"/> The marketing research process <input type="checkbox"/> A classification of marketing research <input type="checkbox"/> The global marketing researchindustry |
| | Defining the marketing research problem and developing a research approach (Malhotra, Nunan & Birks, Chap.2) | <input type="checkbox"/> Importance of defining the problem <input type="checkbox"/> The marketing research brief <input type="checkbox"/> Components of the marketingresearch brief <input type="checkbox"/> The marketing research proposal <input type="checkbox"/> The process of defining the problem |
| 2-3 | Research design (Malhotra, Nunan & Birks, Chap.3) | <ul style="list-style-type: none"> - Research design from the decision makers' perspective - Research design from the participants' perspective - Research design classification |
| | Secondary data collection and analysis (Malhotra, Nunan & Birks, Chap.4) | <ul style="list-style-type: none"> - Advantages and uses of secondary data - Disadvantages of secondary data - Criteria for evaluating secondarydata - Classification of secondary data |
| | Internal secondary data and Analytics (Malhotra, Nunan & Birks, Chap.5) | <ul style="list-style-type: none"> - Internal secondary data - Geodemographic data analyses - Customer relationship management - Big data - Web analytics |

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| | | <ul style="list-style-type: none">- Linking different types of data |
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| 4-5 | Qualitative research: its nature and approaches (Malhotra, Nunan & Birks, Chap.6-9) | <ul style="list-style-type: none"> - Philosophy and qualitative research - Focus group discussion - In-depth interviews - Projective techniques - The process of qualitative data analysis |
| 6 | Survey and quantitative observation techniques (Malhotra, Nunan & Birks, Chap.10) | <ul style="list-style-type: none"> - Survey methods - Online surveys - Telephone surveys - Face-to-face surveys |
| 7 | Causal research design: experimentation (Malhotra, Nunan & Birks, Chap.11) | <ul style="list-style-type: none"> - Concept of causality - Conditions for causality - Definitions and concepts - Definition of symbols |
| 8 | MIDTERM EXAM | |
| 9 | Measurement and scaling: fundamentals, comparative and non-comparative scaling (Malhotra, Nunan & Birks, Chap.12) | <ul style="list-style-type: none"> - Measurement and scaling - Scale characteristics and levels of measurement - Primary scales of measurement - A comparison of scaling techniques |
| | Questionnaire design (Malhotra, Nunan & Birks, Chap.13) | <ul style="list-style-type: none"> - Questionnaire definition - Questionnaire design process |
| 10 | Sampling: design and procedures (Malhotra, Nunan & Birks, Chap.14) | <ul style="list-style-type: none"> - Sample or census - The sampling design process - A classification of sampling techniques |

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| | Sampling: determining sample size (Malhotra, Nunan & Birks, Chap.14) | <ul style="list-style-type: none"> - The sampling distribution - Statistical approaches to determining sample size |
| 11 | Survey fieldwork (Malhotra, Nunan & Birks, Chap.16) | <ul style="list-style-type: none"> - The nature of survey fieldwork - Survey fieldwork and the data-collection process - Selecting survey fieldworkers |
| | Social media research (Malhotra, Nunan & Birks, Chap.17) | <ul style="list-style-type: none"> - The emergence of social media research - Approaches to social mediaresearch - Accessing social media data - Social media research methods |
| | Mobile research (Malhotra, Nunan & Birks, Chap.18) | <ul style="list-style-type: none"> - Approaches to mobile research - Guidelines specific to mobilemarketing research - Key challenges in mobileresearch |
| 12 | Data integrity (Malhotra, Nunan & Birks, Chap.19) | <ul style="list-style-type: none"> - The data integrity process - Checking the questionnaire |
| | Frequency distribution, crosstabulation and hypothesis testing (Malhotra, Nunan & Birks, Chap.20) | <ul style="list-style-type: none"> - Statistics associated with frequency distribution - A general procedure for hypothesis testing - Cross-tabulations |
| 13 | Analysis of variance and covariance(Malhotra, Nunan & Birks, Chap.21) | <ul style="list-style-type: none"> - Relationship among techniques - One-way ANOVA - Statistics associated with one-way ANOVA |
| | Correlation and regression (Malhotra, Nunan & Birks, Chap.22) | <ul style="list-style-type: none"> - Product moment correlation - Partial correlation - Bivariate regression - Statistics associated with bivariate regression analysis |

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| 14 | Factor analysis (Malhotra, Nunan & Birks, Chap.24) | <ul style="list-style-type: none"> - Factor analysis model - Statistics associated with factor analysis - Conducting factor analysis |
| | Structural equation modelling and path analysis (Malhotra, Nunan & Birks, Chap.27) | <ul style="list-style-type: none"> - Basic concepts in SEM - Statistics and terms associated with SEM - Foundations of SEM - Conducting SEM |
| 15 | Communicating research findings (Malhotra, Nunan & Birks, Chap.28) | <ul style="list-style-type: none"> - Importance of the report and presentation - Preparation and presentation process - Report preparation |
| 16 | FINAL EXAM | |

| Textbook(s)/References/Materials: |
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| Textbook: 1- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research: An applied approach. Pearson Education Limited. |
| Supplementary References: 2-Hair, J. F., Bush, R. P., & Ortinau, D. J. (2003). Marketing Research: Within a changing information environment McGraw Hill. Higher Education, 720. |
| 3-Mizik, N., & Hanssens, D. M. (Eds.). (2018). Handbook of marketing analytics: Methods and applications in marketing management, public policy, and litigation support. Edward Elgar Publishing. ISBN 978 1 78471 674 5 (cased) |
| Other Materials:- |

| Assessment | | |
|---|---------------|--------------------------------|
| Studies | Number | Contribution margin (%) |
| Attendance | | |
| Lab | | |
| Classroom and application performance grade | 1 | 10 |
| Field Study | | |
| Course-Specific Internship (if any) | | |
| Quizzes / Studio / Critical | | |
| Homework | 2 | 10 |
| Presentation | 2 | 10 |
| Projects | | |
| Report | | |
| Seminar | | |
| Midterm Exam/Midterm Jury | 1 | 20 |
| General Exam / Final Jury | 1 | 50 |
| Total | | 100 |
| Success Grade Contribution of Semester Studies | | 40 |
| Success Grade Contribution of End of Term | | 60 |



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| Total | 100 |
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| ECTS / Workload Table | | | |
|---|------------------------|-------------------------|-----------------------|
| Activities | Number | Duration (Hours) | Total Workload |
| Course hours (Including the exam week): 16 x total course hours) | 16 | 3 | 48 |
| Laboratory | | | |
| Application | 16 | 2 | 32 |
| Course-Specific Internship (if any) | | | |
| Field Study | | | |
| Study Time Out of Class | 16 | 2 | 32 |
| Presentation / Seminar Preparation | 2 | 3 | 6 |
| Projects | | | |
| Reports | | | |
| Homework | 2 | 4 | 8 |
| Quizzes / Studio Review | | | |
| Preparation Time for Midterm Exams / Midterm Jury | 1 | 20 | 20 |
| Preparation Period for the Final Exam / General Jury | 1 | 20 | 20 |
| Total Workload | (166/25 = 6,64) | | 166 |

| Course' Contribution Level to Learning Outcomes | | | | | | |
|--|---|---------------------------|----------|----------|----------|----------|
| Nu | Learning Outcomes | Contribution Level | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| LO 1 | gaining skills in integrating qualitative and quantitative marketing research into planning and decision making processes | | | | | X |
| LO 2 | understanding major steps of conducting scientific marketing research. | | | | | X |
| LO 3 | learning how to execute a research design including collecting, analysing and interpreting data | | | | | X |

| Relationship Between Course Learning Outcomes and Program Competencies (Department of Economics) | | | | | |
|---|---|--------------------------|------------|------------|---------------------------|
| Nu | Program Competencies | Learning Outcomes | | | Total Effect (1-5) |
| | | LO1 | LO2 | LO3 | |
| 1 | Understanding the formal and informal processes associated with a business structure. | | | | |
| 2 | Evaluate a business on the basis of all functional units. | | | X | 2 |
| 3 | To use analytical thinking effectively in the decisions taken for the problem-solving process. | X | x | X | 5 |
| 4 | Having a vision of self-improvement and learning. | | | X | 2 |
| 5 | To carry out all activities within this framework, equipped with ethics | | | | |
| 6 | To analyze the cases encountered by doing research and studies individually and as a team within the organization. | X | X | X | 5 |
| 7 | To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally | | X | X | 4 |
| 8 | Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions. | | | X | 1 |
| 9 | To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing. | X | x | X | 5 |
| 10 | To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety. | | | | |
| 11 | Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life. | | X | X | 4 |
| 12 | To follow and correctly interpret the current trends developing within the framework of marketing. | | | X | 1 |
| Total Effect | | | | | 29 |

Policies and Procedures

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments: The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more than the determined rate he/she will be insufficient and will not have pass mark from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.