**Antalya Bilim University**

**Department of Business Administration, BUSI 331**

**Marketing Research**

**Fall 2019**

Class time& Place: Thursday 13:30-16:20 (A1-95)

Office hours: Wednesday 14:00-17:00

Prof. Dr. Kemal KURTULUS

kemal.kurtulus@antalya.edu.tr

(A2-41)

**Objectives**

The major objectives o this course are to familiarize the students with the methodological foundations of marketing research, to examine and discuss the different applications of marketing research. Therefore, this course will focus on:

(1) need for marketing research, (2) research process, (3) data collection, (4) data analysis and interpretation and (5) different applications of marketing research.

**Text and Other Sources**

* Gilbert Churchill, “Marketing Research: Method Foundations”, International Thomson Publishing, 2015.
* Thomson Kinnear, “Marketing Research”, McGraw-Hill Co., 2013.
* Kemal Kurtuluş, “Pazarlama Araştırmaları”, Literatür Yayınevi, 2012.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

**Grading**

The final grade will be based on the following weights:

Midterm Exam 30

Final Exam 50

Homework, discussions and term project 20

TOTAL 100

(Passing grade= 50/100)

**Activities**

Class meetings will be devoted to lectures and discussions. You will attend lectures, participate in discussions, especially case discussions, read the assigned portions of the texts, write quizzes and examinations, solve and hand in number of homework problems, and complete term projects.

**Schedule:**

The planned schedule of the course is as follows

**Weeks Topics**

**Week 1 (16-20 Sep)** Introduction, Overview and Importance of Research in Marketing

**Week 2 (23-27 Sep)** Types of Decision Problems

**Week 3 (30 Sep-4 Oct)** Decision Analysis and Value of Research

**Week 4 (7-11 Oct)** Research Models and Designs

**Week 5 (14-18 Oct)** Qualitative Marketing Research

**Week 6 (21-25 Oct)** Quantitative Marketing Research

**Week 7 (28 Oct-1 Nov)** Hypothesis Development-Testing

**Week 8 (4-8 Nov)** Midterm Week

**Week 9 (11-15 Nov)** Parametric Tests

**Week 10 (18-22 Nov)** Nonparametric Tests

**Week 11 (25-29 Nov)** Data Collection

**Week 12 (2-6 Dec)** Sampling

**Week 13 (9-13 Dec)** Experimental Research

**Week 14 (16-20 Dec)** Measurement and Scaling