

E-Commerce and Marketing			
Associate	TR-NQF-HE: Level 5	QF-EHEA: Short Cycle	EQF-LLL: Level 5

Course Introduction and Application Information

Course Code:	ETP008						
Course Name:	Marketing Research Methods						
Semester:	Fall						
Course Credits:	<table border="1"> <tr> <td>ECTS</td> </tr> <tr> <td>3</td> </tr> </table>			ECTS	3		
ECTS							
3							
Language of instruction:	Turkish						
Course Condition:							
Does the Course Require Work Experience?:	No						
Type of course:	Departmental Elective						
Course Level:	<table border="1"> <tr> <td>Associate</td> <td>TR-NQF-HE:5. Master`s Degree</td> <td>QF- EHEA:Short Cycle</td> <td>EQF-LLL:5. Master`s Degree</td> </tr> </table>			Associate	TR-NQF-HE:5. Master`s Degree	QF- EHEA:Short Cycle	EQF-LLL:5. Master`s Degree
Associate	TR-NQF-HE:5. Master`s Degree	QF- EHEA:Short Cycle	EQF-LLL:5. Master`s Degree				
Mode of Delivery:	Face to face						
Course Coordinator:	Dr. Öğr. Üy. GÖZDE KANDEMİR ÇOMOĞLU						
Course Lecturer(s):	HİLAL ÇAKAR ÖZCAN						
Course Assistants:							

Course Objective and Content

Course Objectives:	This lesson aims to provide students with competence in subjects such as data entry, editing and analysis by providing detailed information about the marketing research process.
Course Content:	marketing research Sample types Types of research

Learning Outcomes

The students who have succeeded in this course;

- 1) Understanding the methods used in marketing research
- 2) Understanding of basic statistical tests
- 3) Understanding data collection methods
- 4) Understanding the marketing research process

Course Flow Plan

Week	Subject	Related Preparation
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Sources

Course Notes / Textbooks:	Dr. Ercan Gegez- Pazarlama Araştırmaları
References:	Dr. Ercan Gegez- Pazarlama Araştırmaları

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) Has basic knowledge of areas such as business, marketing, finance, management and organization.				
2) Have knowledge about occupational health and safety, environmental awareness and quality processes.				
3) They are knowledgeable about e-commerce systems, digital marketing methods, and digital sales processes.				
4) Has knowledge of consumer behavior, brand management, and customer relationship management (CRM).				
5) Has knowledge about e-commerce legislation, digital security, personal data protection and consumer rights.				
6) Has basic knowledge of web design, content management systems (CMS), search engine optimization (SEO) and digital performance analysis.				
7) Has knowledge about e-commerce legislation, digital security, personal data protection and consumer rights.				
8) Can use social media management, email marketing, digital advertising (Google Ads, Meta Ads, etc.) tools.				

9) Can set up an e-commerce site, manage content and integrate online payment systems. Course Learning Outcomes	1	2	3	4
10) Can use basic web tools and data analysis platforms.				
11) Able to conduct market research, analyze customer data and reflect the results in decision-making processes				
12) Can manage business processes in accordance with legislation; organize order, delivery, return and customer service processes.				
13) He/she is knowledgeable about entrepreneurship, business plan preparation, and digital business models.				
14) Works effectively within a team and communicates clearly and effectively.				
15) Has the ability to communicate professionally with customers and business partners.				
16) It follows the developments in digital technologies and constantly renews itself.				
17) Is open to lifelong learning and adapts to sectoral innovations.				
18) Acts in accordance with ethical values, professional responsibilities and legal regulations.				
19) Can run e-commerce processes independently and take on leadership when necessary.				
20) Uses a foreign language to keep up with developments in their field and communicate with colleagues.				
21) Takes initiative in business processes and fulfills his/her responsibilities effectively.				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic knowledge of areas such as business, marketing, finance, management and organization.	
2)	Have knowledge about occupational health and safety, environmental awareness and quality processes.	

3)	They are knowledgeable about e-commerce systems, digital marketing methods, and digital sales processes.	
4)	Has knowledge of consumer behavior, brand management, and customer relationship management (CRM).	
5)	Has knowledge about e-commerce legislation, digital security, personal data protection and consumer rights.	
6)	Has basic knowledge of web design, content management systems (CMS), search engine optimization (SEO) and digital performance analysis.	
7)	Has knowledge about e-commerce legislation, digital security, personal data protection and consumer rights.	
8)	Can use social media management, email marketing, digital advertising (Google Ads, Meta Ads, etc.) tools.	
9)	Can set up an e-commerce site, manage content and integrate online payment systems.	
10)	Can use basic web tools and data analysis platforms.	
11)	Able to conduct market research, analyze customer data and reflect the results in decision-making processes	
12)	Can manage business processes in accordance with legislation; organize order, delivery, return and customer service processes.	
13)	He/she is knowledgeable about entrepreneurship, business plan preparation, and digital business models.	
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20)	Uses a foreign language to keep up with developments in their field and communicate with colleagues.	
21)	Takes initiative in business processes and fulfills his/her responsibilities effectively.	

Assessment & Grading

Değerlendirme Yöntemleri ve Kriterleri	Number of Activities	Level of Contribution
Attendance	1	% 10
Homework Assignments	1	% 10
Midterms	1	% 30
Final	1	% 50
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Midterms	1	3
Final	1	3
Total Workload		48