BA 4717–MARKETING RESEARCH
Course Schedule (Tuesday, Thursday, 10.40-12.15)

Instructor:	Dr. Zeynep Ece Tolun
Office:	Department of Business Administration, FEAS Building B, H 111
Phone:	0312 210 30 71
E-mail:	xxx@metu.edu.tr
Office Hours:	by appointment
Course Web Page:	Link to ODTUClass Course Page

Course Description:

This course provides an introduction to the fundamental concepts, methods, and applications of marketing research. It examines the role of research in managerial decision making and follows the structured marketing research process, including problem definition, research design, secondary data analysis, qualitative and quantitative methods, measurement, questionnaire design, sampling, data collection, data preparation, basic data analysis, and reporting. Students will learn how to design and conduct marketing research in order to support informed business decisions. Key analytical techniques will be introduced at a conceptual level. Emphasis is placed on both qualitative and quantitative approaches, with a focus on real-world applications in various marketing contexts. By the end of the course, students will understand the marketing research process and how research insights are used to guide strategic marketing decisions.

Course Student Learning Objectives: (CSLOs)

Upon successful completion of this course, students should be able to:
Course Specific Skills:
1. Explain the stages of the marketing research process and its role in managerial decision making.
2. Define marketing research problems and develop appropriate research objectives and hypotheses.
3. Evaluate and select appropriate research designs, including qualitative, descriptive, and causal methods.
4. Develop valid measurement scales and design effective questionnaires and survey instruments.
Discipline Specific Skills:
5. Apply sampling techniques and data collection procedures in marketing research projects.
6. Analyze and interpret marketing research data using appropriate statistical techniques.
7. Use research findings to support evidence-based marketing decisions.
8. Demonstrate understanding of ethical considerations in marketing research and data collection.
Personal and Key Skills:
9. Interpret research findings and translate them into managerial insights.
10. Prepare clear and well-structured written marketing research reports.
11. Apply critical thinking to evaluate marketing problems and research solutions.

Learning and Teaching Methods:

The course will be taught through lectures, class discussions, case examples, and in-class activities. Students will engage with real-world marketing research problems. Key concepts will be reinforced through examples, demonstrations, and assignments.

Required Reading:

Marketing Research (9th ed., 2020) by Alvin C. Burns & Ann Veeck, Pearson.

Suggested Reading:

Malhotra, N. K. (2020). *Essentials of Marketing Research: A Hands-On Orientation* (Global Edition). Pearson.

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Midterm Exam	%30	Written Exam	CSLO 1–4, 11 • Explain marketing research process • Define research problems & hypotheses • Evaluate research designs • Measurement & questionnaire design • Critical thinking in research decisions	In-class review session discussing common mistakes
Assignments	%20	Questionnaire design, sampling exercise, etc.	CSLO 3–11 • Research design selection • Measurement & questionnaire development • Sampling & data collection • Statistical analysis using SPSS • Evidence-based decision making • Ethics in marketing research • Managerial interpretation • Report writing	In-class review and feedback
Final Exam	%50	Comprehensive Written Exam	All CSLOs (1–11) with emphasis on: • Data analysis & interpretation • Evidence-based decisions • Ethical considerations • Translating research into managerial insights	Oral feedback

Course Policies:

STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified

by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

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The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Month	Day	Topic	Reading/ Assignment	CSLO
February	17	Course Introduction and Syllabus Review	-	-
February	19	Introduction to Marketing Research	Ch1 from textbook	CSLO1
February	24	Marketing Research Industry	Ch2	CSLO 1
February	26	Defining the Marketing Research Problem and Developing an Approach	Ch3	CSLO 2
March	3	Research Design	Ch4	CSLO 3
March	5	Secondary and Syndicated Data	Ch5	CSLO 3
March	10	Qualitative Research Techniques	Ch6	CSLO 3
March	12	Survey and Observation	Ch7	CSLO 4
March	17	Measurement and Scaling	Ch8	CSLO 4
March	19	Measurement and Scaling (cont.) Ramadan Feast Eve	-	-
March	24	Questionnaire and Form Design	-	CSLO 4
March	26	Questionnaire and Form Design (cont.)	-	CSLO 4
March	31	Experimentation and Causal Research	-	CSLO 3 & 4
April	2	Midterm Exam	Review slides and textbook	CSLO 1~4, 11
April	7	Experimentation and Causal Research (cont.)	-	CSLO 3 & 4
April	9	Sampling Design and Procedures	Ch9	CSLO 5
April	14	Sampling Design and Procedures (cont.)	Ch10	CSLO 5
April	16	Data Quality Issues	Ch11	CSLO 8
April	21	Descriptive Analysis, Hypothesis Testing	Ch12	CSLO 6 & 7
April	23	**No class: National Holiday (National Sovereignty and Children's Day)**	-	-
April	28	Descriptive Analysis, Hypothesis Testing (cont.)	-	CSLO 6 & 7
April	30	Implementing Basic Differences Tests	Ch13	CSLO 6 & 7
May	5	Implementing Basic Differences Tests (cont.)	-	CSLO 6 & 7
May	7	Association Tests	Ch14	CSLO 6, 7, 9
May	12	Association Tests (cont.)	-	CSLO 6, 7, 9
May	14	Regression Analysis Basics	Ch15	CSLO 6, 7, 9, 10
May	19	**No class: National Holiday (Commemoration of Atatürk & Youth and Sports Festival)**	-	-
May	21	Regression Analysis Basics (cont.)	-	CSLO 6, 7, 9, 10
May	26	Academic Paper Reading and Discussion Sacrifice Feast Eve	-	CSLO 9 & 11
May	28	**No class: Religious Holiday (Sacrifice Feast)**	-	-
June	2	Report Preparation and Presentation	Ch 16	CSLO 9 & 10
June	4	Report Preparation and Presentation (cont.)	-	CSLO 9 & 10
Final Exams (June 8-19): BA4717 Final Exam Date TBD				