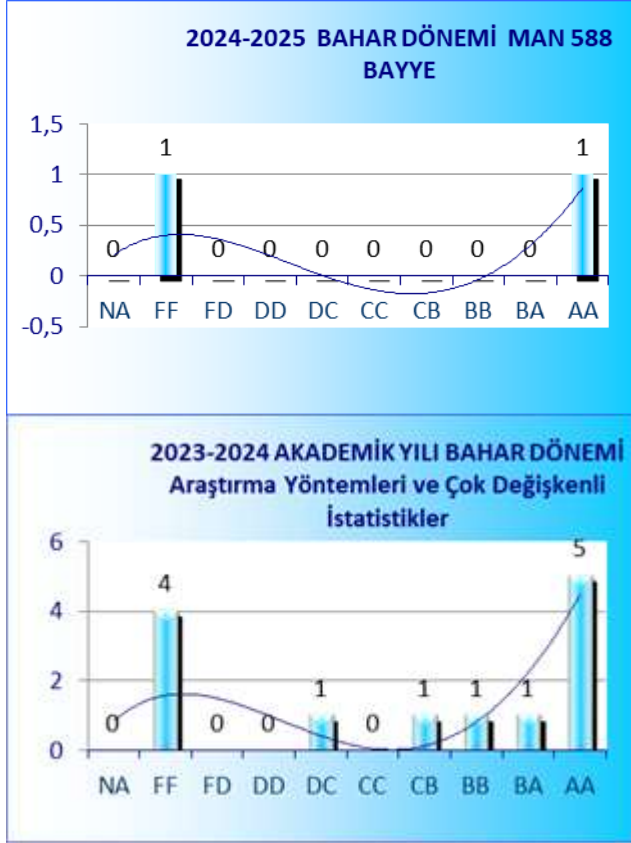


CAG UNIVERSITY INSTITUTE OF SOCIAL SCIENCES Master's Program in International Trade and Marketing				
Course Code	Course Name	Credit	ECTS	
MAN 588	Scientific Research Methods and Publication Ethics	3 (3-0-0)	8	
Prerequisite	None			
Language of Instruction	Turkish	Learning Method	Face-to-face	
Course Type and Level	Required / Spring Semester			
Instructors	Names	Course Hours	Office Hours	Contact
Course Coordinator	Prof. Dr. Eda Yaşa ÖZELTÜRKAY	Wednesday 5:00 PM - 8:00 PM	Wednesday 2:00 PM - 5:00 PM	edayasa@cag.edu.tr
Course Objective	Problem identification is important for conducting research on a specific topic. Other topics covered include literature creation, data collection, data evaluation, and report writing techniques. Accordingly, the objective of this course is to learn quantitative data analysis and interpretation techniques using statistical software (SPSS) through practical application.			
Course Learning Outcomes	Students who successfully complete this course are expected to have the following skills:		Relationships	
			Program Outcome	Net Impact
	1	To provide knowledge about the scientific research process and methods	1	5
	2	Developing the ability to analyze and evaluate scientific research	3&4	4&4
	3	Teaching basic statistical concepts	5	5
	4	Ensuring that students learn techniques for collecting, analyzing, and evaluating quantitative data using statistical software	3	4&4
	5	Reinforce knowledge of research proposal and report preparation	5	5
Course Description: The course will cover all stages of a marketing research project, including data collection and analysis. Various qualitative and quantitative methods will be applied, including data collection and interpretation for a specific problem. Ethical issues that may arise during the research process will also be addressed. In addition, this course aims to develop students' critical thinking and problem-solving skills.				
Course Content: (Weekly Lesson Plan)				
Week	Topic	Preparation	Teaching Method	
1	Scientific Method and Philosophy of Science	Textbook Chapter 1	Lecture and Discussion	
2	Scientific Research Process and Defining the Research Problem	Textbook Chapter 2	Presentation and Discussion	
3	Conceptual Framework of Research; Theory, Model, Hypothesis, Variable, and Operationalization	Textbook Chapter 3	Presentation and Discussion	
4	Research Design: Classification of Research Designs and Methods	Textbook Chapter 4	Presentation and Discussion	
5	Research Universe and Sampling	Textbook Chapter 5	Presentation and Discussion	
6	Operational Definition and Measurement	Textbook Chapter 6	Presentation and Discussion	
7	Data Collection Techniques	Textbook Chapter 7	Presentation and Discussion	
8	Midterm Exam			
9	Preparing for Data Processing, Basic Statistical Measures, and Types of Analysis	Textbook Chapter 8	Presentation and Discussion	
10	Quantitative Data Analysis: I. Hypothesis Tests and Correlation and Regression Analyses	Textbook chapters 9-10	Lecture and Discussion	
11	Exploratory Factor Analysis and Reliability Analysis	Textbook Chapter 11	Presentation and Discussion	
12	Structural Equation Modeling	Textbook Chapter 12	Presentation and Discussion	
13	Other Quantitative Research Designs: Experimental Research and Meta-Analysis	Textbook Chapter 13	Presentation and Discussion	
14	Qualitative Research Designs and Qualitative Data Analysis	Textbook Chapter 14	Presentation and Discussion	
15	Preparing the Research Report and Ethics	Textbook Chapter 15	Presentation and Discussion	
16	Final Exam			
SOURCES				
Textbook	Research Methods in Social Sciences, Philosophy-Method-Analysis Assoc. Prof. Dr. Sait GÜRBÜZ and Assoc. Prof. Dr. Faruk Şahin 3rd Edition			
Other Sources	Mahir Nakip, Research Techniques in Marketing, Kemal Kurtuluş, Marketing Research, etc. Scientific research method books			
Material Sharing	Lecturer's course presentation slides			
EVALUATION METHODS				
Activities	Number	Impact	Description	
Project (Term Paper)	1	100		
Impact of the Final Project Exam	1	1		

ECTS TABLE			
Content	Number	Hours	Total
Course Duration	16	3	48
Out-of-Class Study Time	16	4	64
Project (Term Paper)	1	132	132
			Total
			244
			Total / 30
			244/30 = 8.13
			ECTS Credit
			8

Performance Evaluation



Project Content and Scope

Research will be conducted in accordance with the thesis writing rules of the Institute of Social Sciences at Çağ University. Students are free to choose their topic and the materials and methods they will use. You may prepare the project either individually or as a group. A printed copy of the MSWord file must be submitted to the instructor in charge of the course, either in person or via email. Final submission date: June 18, 2025

Project Document Content:

- Abstract (100-150 words)
- Abstract (100-150 words)
- Introduction
- Conceptual Framework - Literature (at least 30 sources such as books/theses/articles, etc.)
- Methodology (Survey: 60)
- Analysis and Findings
- Conclusion and Recommendations
- References
- Appendices (Survey form, consent forms, interview form, etc., if applicable)

Project Evaluation Rubric

MAN 560/MAN 588/MAN644 Scientific Research Methods and Publication Ethics Course Term Project Evaluation Rubric		
Student Number		
Student Name/Surname		
Criteria		Score

	Insufficient	Sufficient	Successful	100
1. Purpose	1-3	4-5	6-8	
	The project's main purpose and objectives are not clearly and comprehensively stated, and there are conceptual gaps.	The main purpose and objectives of the project are largely defined, but contain some ambiguities or conceptual inconsistencies.	The project's main purpose and objectives are clearly, precisely, and comprehensively defined within an academic framework; they are expressed consistently in the context of literature and application.	
2. Content	1-3	4-5	6-8	
	The content is unclear, incomplete, or contains errors. The data and arguments presented are insufficient to support the project's main objective.	The content largely contains clear and meaningful information. While it supports the project's fundamental objective, some topics are addressed superficially or incompletely.	The content is complete and convincing in terms of academic accuracy and reliability. It has a clear, systematic, and analytical structure that strongly supports the project's main objective.	
3. Organization	1-2	3-4	5-6	
	The content has a weak organization; the flow of content is irregular and there are inconsistencies between paragraphs. The logical flow is lacking, making it difficult for the reader to follow the text.	The content is generally presented in a clear and meaningful order. The connections between paragraphs are largely consistent, but there are some gaps in fluency in some transitions. Structural integrity is adequate.	The content is presented with systematic and effective organization. Strong and natural transitions are provided between paragraphs. The logical flow and structural integrity are high, and the text is easy to understand and academically consistent.	
4. Form and Conformity	1-2	3-4	5-6	
	Academic suitability is low, language and fluency are weak, and it is difficult to maintain the reader's interest.	Academic suitability is moderate, language and fluency are generally adequate, but inconsistencies exist.	Academic suitability is high, language and fluency are strong, and the structure is professional and engaging.	
5. Reference Usage	1-2	3-4	5-6	
	References are missing or inconsistent with sources. Citations do not meet academic standards.	References are largely accurate and appropriate. Citations are clear and consistent.	Reference usage is clear, accurate, and conforms to academic formats. Citations are complete and professional.	
6. Writing Format	1-2	3-4	5-6	
	There are noticeable errors in APA format, and compliance with academic writing rules is weak.	The APA format has been largely applied correctly, but there are some omissions and inconsistencies.	The APA format has been applied completely and correctly, and is fully compliant with academic standards.	
7. Analytical/Critical	1-3	4-7	8-10	

Thinking Skills	The research question is unclear, and the main idea is ambiguous. The information is insufficient or incorrect, and an appropriate analysis method has not been used.			The research question and the main idea of the study have been adequately presented. The research information is sufficient, with a few exceptions/errors. Overall, appropriate techniques and methods have been applied to the study.			The research question has been effectively presented. The research information is highly consistent with the research question and objective. The analysis and other methods applied for the study are fully consistent.			
8. Written Communication Skills	1-3			4-7			8-10			
	The study contains basic errors in grammar, sentence structure, and spelling. The expression is unclear.			The work generally has a good grammar structure, but some errors are present. The expression is largely understandable.			The work is strong in terms of grammar and fully complies with spelling rules. The expression is clear, fluent, and meets academic standards.			
9. Presentation	1-7			8-13			14-20			
	The presentation is not clear or understandable. Information is not sufficiently organized, and graphics and other supporting tools are not used.			The presentation is largely clear and understandable. The information is generally well organized, but graphics and supporting tools are missing or insufficient.			The presentation is clear, understandable, and impressive. The information is well organized and enriched with graphics and supporting tools.			
10. Theoretical and Practical Integration Skills	1-7			8-13			14-20			
	The theoretical foundation is lacking, and knowledge of multidisciplinary topics is insufficient. As a result, the content and conclusion sections are not sufficiently supported by theory and principles.			Theoretical knowledge is satisfactory, but there are errors or deficiencies in some areas. The recommendation and conclusion sections are generally linked to theory and principles.			Theoretical knowledge is strong, and interdisciplinary connections have been established. The author possesses in-depth knowledge about different functional areas of the business and has made effective assessments on organizational issues.			
	Comment:									