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| ***CAG UNIVERSITY***  ***INSTITUTE OF SOCIAL SCIENCES***  ***International Trade and Marketing Master's Program*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Code** | | | | **Course Name** | | | | | | | | | | | | **Credits** | | | | | **ECTS** | | |
| **MAN 588** | | | | Scientific Research Methods and Publication Ethics | | | | | | | | | | | | 3 (3-0-0) | | | | | **8** | | |
| **Prerequisite** | | | | | | | | **No** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | Turkish | | | | **Learning Method** | | | | | | **Face-to-face** | | | | | |
| **Course Type and Level** | | | | | | | | **Compulsory / Spring Semester** | | | | | | | | | | | | | | | |
| **Teaching Staff** | | | | | **Names** | | | | | | **Class Hours** | | | | | | **Meeting Hours** | | | | **Communication** | | |
| **Course Coordinator** | | | | | Prof. Dr. Eda Yaşa ÖZELTÜRKAY | | | | | | Tuesday18.30 -21.30 | | | | | | Tuesday  14:00-16:00 | | | | [**edayasa@cag.edu.tr**](mailto:edayasa@cag.edu.tr) | | |
| **Course Assistants** | | | | | Res.Asst. Gizem Arı | | | | | |  | | | | | |  | | | |  | | |
| **Course Objectives** | | | | | Literature finding, data collection, data evaluation, and report writing techniques required to conduct research on a particular topic are also among the topics to be emphasized. To learn quantitative data analysis and interpretation techniques using a statistical software (SPSS). | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | |  | Upon successful completion of the course, a student is expected to have the following skills: | | | | | | | | | | | | | | | | | **Relations** | | | |
| **Program Output** | | | **Net Impact** |
| 1 | To provide them with knowledge about the scientific research process and methods | | | | | | | | | | | | | | | | | 1 | | | **5** |
| 2 | To develop the skills of analyzing and evaluating scientific research | | | | | | | | | | | | | | | | | 3&4 | | | **4&4** |
| 3 | To teach basic statistical concepts | | | | | | | | | | | | | | | | | 5 | | | **5** |
| 4 | To enable them to learn the techniques of collecting, analyzing and evaluating quantitative data using statistical software | | | | | | | | | | | | | | | | | 3 | | | **4&4** |
| 5 | To reinforce the knowledge of research proposal and report preparation | | | | | | | | | | | | | | | | | 5 | | | **5** |
| **Course Description: The** course will cover all stages of a marketing research, including data collection and analysis of a real research project. Various qualitative and quantitative methods, including data collection and interpretation, will be applied for a specific problem. Ethical issues that will arise during the research process will also be addressed. In addition, this course tries to develop students' critical thinking and problem-solving abilities. | | | | | | | | | | | | | | | | | | | | | | | |
| **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 Determining the Research Problematic | | | | | | | | | | | | Textbook chapter 2 | | | | | | **Lecture and Discussion** | | | | |
| **3** | Conceptual Framework of the Research; Theory, Model, Hypothesis, Variable and Operationalization | | | | | | | | | | | | Textbook chapter 3 | | | | | | **Lecture and Discussion** | | | | |
| **4** | Research Design: Classification of Research Design and Methods | | | | | | | | | | | | Textbook chapter 4 | | | | | | **Lecture and Discussion** | | | | |
| **5** | Research Universe and Sampling | | | | | | | | | | | | Textbook chapter 5 | | | | | | **Lecture and Discussion** | | | | |
| **6** | Operational Identification and Measurement | | | | | | | | | | | | Textbook chapter.6 | | | | | | **Lecture and Discussion** | | | | |
| **7** | Data Collection Techniques | | | | | | | | | | | | Textbook chapter 7 | | | | | | **Lecture and Discussion** | | | | |
| **8** | Midterm Exam | | | | | | | | | | | |  | | | | | |  | | | | |
| **9** | Data Processing Readiness, Basic Statistical Measures and Types of Analysis | | | | | | | | | | | | Textbook chapter 8 | | | | | | **Lecture and Discussion** | | | | |
| **10** | Quantitative Data Analysis: I. Hypothesis Testing and Correlation and Regression Analysis | | | | | | | | | | | | Textbook chapters 9-10 | | | | | | **Lecture and Discussion** | | | | |
| **11** | Exploratory Factor Analysis and Reliability Analysis | | | | | | | | | | | | Textbook chapter 11 | | | | | | **Lecture and Discussion** | | | | |
| **12** | Structural Equation Modeling | | | | | | | | | | | | Textbook chapter 12 | | | | | | **Lecture and Discussion** | | | | |
| **13** | Other Quantitative Research Designs: Experimental Research and Meta-Analysis | | | | | | | | | | | | Textbook chapter 13 | | | | | | **Lecture and Discussion** | | | | |
| **14** | Qualitative Research Designs and Qualitative Data Analysis | | | | | | | | | | | | Textbook chapter 14 | | | | | | **Lecture and Discussion** | | | | |
| **15** | Preparation of Research Report and Ethics | | | | | | | | | | | | Textbook chapter 15 | | | | | | **Lecture and Discussion** | | | | |
| **16** | Final exam | | | | | | | | | | | |  | | | | | |  | | | | |
| **RESOURCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | **Research Methods in Social Sciences, Philosophy-Method-Analysis Assoc. Prof. Dr. Sait GÜRBÜZ and Assoc. Prof. Dr. Faruk Şahin 3. Oppression** | | | | | | | | | | | | | | | | | |
| **Other Resources** | | | | | | **Mahir Nakip**[**, Research Techniques in**](https://www.seckin.com.tr/kitap/688812235) **Marketing, Kemal Kurtuluş, Marketing Research, etc. Scientific Research Methodbooks** | | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | **Lecturer's lecture slides** | | | | | | | | | | | | | | | | | |
| **EVALUATION METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Explanation** | | | | | | | | | |
| **Midterm Exam** | | | | | | | 1 | | | **%50** | | | |  | | | | | | | | | |
| **Project (Term Paper)** | | | | | | | 1 | | | **%50** | | | |  | | | | | | | | | |
| **Yearly Success Rate** | | | | | | |  | | |  | | | |  | | | | | | | | | |
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| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | |
| **Content** | | | | | | | | | **Number** | | | | | | **Hour** | | | | | | | **Sum** | |
| **Course Duration** | | | | | | | | | 16 | | | | | | 3 | | | | | | | 48 | |
| **Studying Outside the Classroom** | | | | | | | | | 16 | | | | | | 4 | | | | | | | 64 | |
| **Appearances** | | | | | | | | |  | | | | | | 42 | | | | | | | 42 | |
| **Project (Term Paper)** | | | | | | | | | 1 | | | | | | 60 | | | | | | | 60 | |
| **Midterm Exam** | | | | | | | | | 1 | | | | | | 30 | | | | | | | 30 | |
|  | | | | | | | | |  | | | | | |  | | | | | | |  | |
| **Sum**  **Total / 30**  **ACT Credisi** | | | | | | | | | | | | | | | | | | | | | | **244** | |
| **244/30 =8.13** | |
| **8** | |
| **Project description** | | | | | | | | | | | | | | | | | | | | | |  | |
| **A research will be conducted in accordance with Çağ University Institute of Social Sciences Thesis Writing rules. Students are unique in the choice of subject and the material method to be used. You can prepare the project either as a single person or in groups of up to 4 people. The printout of the version written in the MSWord file is delivered to the responsible instructor of the course by hand and via e-mail. Deadline: May 8, 2023**  Project outline   * **Abstract (200-250 words)** * **Abstract (200-250 kelime)** * **Entrance** * **Conceptual Framework- Literature (at least 20 reference books, thesis, articles, etc.)** * **Method (Survey: 50; in-depth interview: 10 people; focus group: 1)** * **Analysis and Findings** * **Conclusions and Recommendations** * **Bibliography** * **Appendices (Questionnaire form, permission forms, interview form, etc.)** | | | | | | | | | | | | | | | | | | | | | | | |
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