

Antalya Bilim University
Department of Business Administration
BUSI 331 Market Research
Spring 2021
Class time& Place: To be announced
Office hours: To be announced

Objectives

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

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

Text and Other Sources

- Kemal Kurtuluş, “Pazarlama Araştırmaları”, Filiz Kitapevi, 2012.
- Naresh K. Malhotra, “Marketing Research”, Pearson-Prentice Hall, 2016.
- Gilbert Churchill, “Marketing Research: Method Foundations”, International Thomson Publishing, 2010.

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. You are expected to be sensitive in this issue.

Grading

The final grade will be based on the following weights:

Midterm and final exams	80
Homework, discussions and term project, quizzes	20
TOTAL	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:

<i>Weeks</i>	<i>Topics</i>
1	Introduction, Overview and Importance of Research in Marketing
2	Types of Decision Problems
3	Decision Analysis and Value of Research
4	Research Models and Designs
5	Qualitative Marketing Research
6	Quantitative Marketing Research
7	Hypothesis Development
8	Hypothesis Testing
9	Parametric Tests
10	Nonparametric Tests
11	Data Collection
12	Sampling
13	Experimental Research
14	Measurement and Scaling

Case List

- 1.1 Life in the Fast Lane: Fast-Food Chains Race to Be Number One
- 1.2 Nike Sprints Ahead of the Competition, Yet Has a Long Way to Run
- 1.3 Lexus: Imparting Value to Luxury and Luxury to Value
- 2.1 The Forecast Is Sunny for The Weather Channel!
- 2.2 Who Is the Host with the Most?
- 2.3 Candy Is Dandy for Hershey
- 2.4 Fragrances Are Sweet, But Competition Is Bitter
- 3.1 Is Celebrity Advertising Worth Celebrating?
- 3.2 The Demographic Discovery of the New Millennium
- 3.3 Matsushita Retargets the U.S.A.
- 3.4 Pampers Develops a Rash – A Rash of Market Share
- 3.5 DaimlerChrysler Seeks a New Image