

Objectives of the Course

The aim of this course is to enable the student to gain in-depth knowledge and mastery of the literature in the field of marketing under the guidance of his/her advisor; at the same time, to improve his/her skills in defining research problems for the doctoral thesis, developing a theoretical framework, and academic writing.

Course Contents

Current literature review in marketing, Scientific article evaluation methods, Determining and limiting thesis topics, Developing hypotheses/creating research questions, Developing theoretical frameworks and models, Qualitative and quantitative research approaches, Literature writing techniques, Ethical rules and citation methods

Recommended or Required Reading

Current marketing literature, as determined by the consultant, Articles selected from leading journals in the field (Journal of Marketing, JCR, Marketing Science, etc.)

Planned Learning Activities and Teaching Methods

One-on-one consulting, Literature presentations, Article discussions, Report preparation

Recommended Optional Programme Components

The student is expected to adhere to the work schedule presented in his/her thesis proposal as much as possible.

Instructor's Assistants

There is no assistant instructor for the course.

Presentation Of Course

It is conducted by an advisor. The course is based on one-on-one supervision rather than traditional lectures. Content is tailored to the student's thesis topic. With the guidance of the advisor, the student conducts literature reviews, conducts analyses, and develops a research design. Progress is evaluated through regular meetings, and reports and presentations support the process. Group discussions may be held if necessary. Evaluation is based on participation, prepared work, and scientific progress.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ceylan Bozpolat Prof. Dr. Suzan Çoban

Program Outcomes

1. Maintains a thorough understanding of current academic discussions in marketing.
2. Effectively scans and analyzes discipline-specific resources.
3. Identifies research problems and proposes solutions using appropriate methods.
4. Structures the thesis topic using scientific methods.
5. Conducts an effective literature review and writing.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Introduction of the course: Explanation of the purpose, scope, process and evaluation criteria.	
2	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Analysis of current research trends and gaps in marketing.	
3	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Determining the thesis topic and conducting preliminary research on the subject.	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
4	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Literature review techniques and use of academic databases.	
5	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Evaluation of the main theoretical frameworks related to the selected thesis topic.	
6	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Developing skills in summarizing, classifying, and critically evaluating literature.	
7	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Formulation of the research problem, purpose and research questions.	
8	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Studies on developing hypotheses, determining variables, and establishing conceptual models.	
9	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Choosing the appropriate research method: Quantitative, qualitative or mixed methods approach.	
10	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Scale selection/development and evaluation of measurement reliability and validity.	
11	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Literature writing and scientific writing rules. Citing sources and avoiding plagiarism.	
12	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Student presentations: Literature summary and model proposal. Feedback provided.	
13	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Development of the research outline. Structured consultant interview.	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
14	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	Advisor review of the final draft of the research. Completion of the writing process.	
15	Reading primary sources recommended by the advisor, gaining prior knowledge of literature review techniques, conducting preliminary research on the thesis topic, gaining basic knowledge of academic writing rules and ethical principles, and practicing reading and analyzing scientific articles are recommended.	One-on-one advising and academic guidance, literature evaluation and analysis, critical reading and writing exercises, guided individual study	End-of-term evaluation presentation: The prepared work (literature review and recommendation) is shared.	
16			Grade Entry Week – Students' success is evaluated through the system.	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Final	1	3,00
Araştırma Sunumu	6	3,00
Rapor	6	3,00
Küçük Grup Çalışması	2	3,00
Ders Öncesi Bireysel Çalışma	14	4,00
Ders Sonrası Bireysel Çalışma	14	5,00

Assesments

Activities	Weight (%)
Final	100,00

İşletme Ana Bilim Dalı / ÜRETİM YÖNETİMİ VE PAZARLAMA (DOKTORA) X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20
L.O. 1	4	5										5	3	3					5	
L.O. 2	4	3										5	3	3					5	
L.O. 3	3	1				5						2	4	4					5	
L.O. 4	3	1				3						4	4	4					5	
L.O. 5	5	2				1						4	3	3					5	

Table :

P.O. 1 : Daha önceki eğitim süreçlerinde edindikleri bilgi ve deneyimlerin üzerine güncel ve ileri düzeyde pazarlama bilgilerini ekleyerek, pazarlama bilimini tüm yönleriyle kavrar ve bu alana yenilik getirebilecek seviyede birikimlerini derinleştirir.

- P.O. 2 :** Pazarlama bilimindeki güncel konulara hakim olur. Yeşil pazarlama, toplumsal pazarlama, postmodern pazarlama, sürdürülebilir pazarlama, veri tabanlı pazarlama, ilişki pazarlaması vb. yeni pazarlama yöntemlerini öğrenir.
- P.O. 3 :** Stratejik pazarlama yönetimi bilgilerini güçlendirir, farklı pazarlama stratejilerinin geliştirilmesi ve uygulanmasıyla ilgili konuları bilir, pazarlama organizasyonu, planlaması, uygulanması ve denetim ve kontrolü konularında kendisini geliştirir
- P.O. 4 :** Global pazarlama alanında bilgilerini geliştirir; yasal, politik, coğrafi, kültürel vb. farklılıklar temelinde küresel pazarları tanır ve bu doğrultuda uluslararası pazarlama faaliyetlerinin organizasyonunu dış ticaret işlemlerinin yürütülmesi konularıyla birlikte öğrenir.
- P.O. 5 :** Tüketici davranışları konusunu öğrenir, bu alandaki konuları özelde pazarlama, genelde ise psikoloji, sosyoloji, ekonomi gibi çeşitli disiplinlerle birlikte inceler, tüketici davranışı modellerini öğrenir ve söz konusu modelleri geliştirecek ve/veya yeni modeller ortaya koyacak birikimi elde eder.
- P.O. 6 :** İleri pazarlama araştırmaları konusunda teorik ve uygulamalı bilgi ve beceriler kazanır. İstatistik bilgisi temelinde, çeşitli nitel ve nicel araştırma yöntemlerini öğrenir ve uygular. Bilimsel yöntemlerle veri toplayabilir, ileri düzey analizleri başarıyla yapabilir, bulguları değerlendirip, yorumlayabilir. SPSS gibi bazı istatistiksel programları başarılı bir şekilde kullanabilir.
- P.O. 7 :** Pazarlama biliminin, gerek işletme anabilim dalının diğer bölümleri ile gerekse farklı bilim dallarıyla etkileşimini kavrar, yeni bakış açıları ile farklı konuları değerlendirebilir, analiz ve sentez teknikleri ile orijinal bilgi üretme yeteneği kazanır
- P.O. 8 :** Pazarlama alanındaki yeni bilgilere sistematik bir biçimde yaklaşır ve alanıyla ilgili araştırma yöntemlerinde üst düzeyde beceri sahibi olur.
- P.O. 9 :** Pazarlama bilimine yenilik getirir, yeni bir bilimsel yöntem geliştirir ya da bilinen bir yöntemi farklı bir alana uygulayabilir.
- P.O. 10 :** Özgün bir konu tasarlayabilir ve araştırabilir; yeni, farklı ve/veya karmaşık konuları kavrar.
- P.O. 11 :** Bilgilerini güncel tutar, alanında ulusal ve uluslararası literatürü yakından takip eder, yalnızca pazarlama alanında değil, diğer toplumsal konularda da kendini geliştirir.
- P.O. 12 :** Pazarlama alanında özgün bilimsel çalışmaları ortaya koyarak, ulusal ve uluslararası literatüre katkıda bulunur.
- P.O. 13 :** Bilimsel çalışmalarını, çeşitli platformlarda sunabilir, bilimsel tartışmalara katılabilir. Çalışmalarını ulusal ve uluslararası hakemli dergilerde yayımlayabilir, ulusal ve uluslararası kongrelere rahatlıkla katılarak bu ortamlarda bilgilerini paylaşabilir.
- P.O. 14 :** İyi bir araştırmacı ve akademisyen aday olarak, yeni öğrendiği konulara, pazarlama alanındaki yeni gelişmelere ve ilgili diğer konulara eleştirel gözle bakmayı öğrenir, sorgulayıcı ve keşfedici yönlerini geliştirir.
- P.O. 15 :** Pazarlama bilim dalında ve ilgili alanlarda çalışan akademisyenler ve kamu ve özel sektör temsilcileri ile iyi ilişkiler kurar ve geliştirir, disiplinler arası takımlarda çalışabilir.
- P.O. 16 :** En az bir yabancı dilde, meslektaşlarıyla ileri düzeyde yazılı, sözlü ve görsel iletişim kurabilir ve akademik tartışmalara katılabilir.
- P.O. 17 :** Akademik ve profesyonel olarak bilimsel, teknolojik, sosyal ve kültürel gelişmeleri takip eder ve ilgili konulara ve süreçlere katkıda bulunur.
- P.O. 18 :** Pazarlama alanında ve iş yaşamında karşılaşılan toplumsal, bilimsel, yönetsel ve etik sorunları tespit eder, çözüm üretir ve bu konulardaki değerlerin gelişimine katkıda bulunur.
- P.O. 19 :** Pazarlama alanında hem ulusal hem de uluslararası alanda kabul görecektir, özgün ve bir doktora tezi yazar ve başarılı bir pazarlama doktoru ve pazarlama akademisyenliğine güçlü bir aday olur.
- P.O. 20 :** Akademik kariyer haricinde, edindiği bilgi birikimi ile kamu ve özel sektörde pazarlama alanlarında istihdam edilebilir, güçlü araştırmacı yönü ile kendi araştırma ve/veya danışmanlık şirketlerini kurabilirler.
- L.O. 1 :** Pazarlama alanındaki güncel akademik tartışmalara hâkim olur.
- L.O. 2 :** Disipline özgü kaynakları etkin şekilde tarar ve analiz eder.
- L.O. 3 :** Araştırma problemleri belirler ve uygun yöntemlerle çözüm önerir.
- L.O. 4 :** Tez konusunu bilimsel yöntemlerle yapılandırır.
- L.O. 5 :** Etkili bir literatür taraması ve yazımı gerçekleştirir.