

Objectives of the Course

This course aims to enable the student to conduct original scientific research in the field of marketing, prepare a doctoral thesis that will contribute to the literature, and complete this process in line with ethical principles.

Course Contents

Thesis proposal preparation and defense, Data collection process, Data analysis and interpretation, Thesis writing (Introduction, Theoretical Framework, Method, Findings, Conclusion), Regular face-to-face and online meetings with the advisor, Thesis defense process

Recommended or Required Reading

Basic reference books on the field, academic publications on marketing and research methods, SCI/SSCI indexed journals, software such as SPSS, AMOS, SmartPLS, NVivo (when necessary)

Planned Learning Activities and Teaching Methods

One-on-one academic consultancy, literature discussions, process reports, applied analysis studies

Recommended Optional Programme Components

The student regularly (once a month) reports on the parts of his/her thesis that he/she has written.

Instructor's Assistants

There is no assistant instructor for the course.

Presentation Of Course

The course is conducted one-on-one between the student and the thesis advisor. The student plans the thesis process, collects data, conducts analysis, and progresses the writing process. The advisor provides academic guidance and feedback at every stage. Regular meetings, progress reports, and adherence to ethical guidelines are essential. The course aims to help the student reach a certain level of maturity in their thesis.

Dersi Veren Öğretim Elemanları

Prof. Dr. Durdu Mehmet Biçkes Prof. Dr. Nuri Özgür Doğan Dr. Öğr. Üyesi Gökhan Seçme Assoc. Prof. Dr. Emine Kale Assoc. Prof. Dr. Neşe Acar Prof. Dr. Suzan Çoban

Program Outcomes

1. Conducts independent and original academic research.
2. Acquires skills in literature review, hypothesizing, modeling, and analysis.
3. Uses appropriate research methods and techniques.
4. Prepares a thesis in accordance with scientific ethics and academic writing standards.
5. Achieves original results that contribute to the field of marketing.

Weekly Contents

Order	Preparation Info	Laboratory	Teaching Methods	Theoretical	Practise
1	The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).		One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Introduction to the thesis process: The purpose, scope, and ethical principles of the thesis. Developing a work plan with the advisor.	
2	The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).		One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Review and clarification of the thesis topic. Determination of the literature search strategy.	

Order Preparation Info	Laboratory Teaching Methods	Theoretical	Practise
3 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Scanning the main sources related to the thesis and creating preliminary reading lists.	
4 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Conducting literature analysis and beginning to create the theoretical framework.	
5 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Clarification of the research problem and sub-problems.	
6 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Developing research questions and/or hypotheses.	
7 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Creating a conceptual model and determining research variables.	
8 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Research method: Selection of method type (quantitative/qualitative/mixed), sample, data collection tools.	
9 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Preparation of data collection tools and pilot implementation plan.	

Order Preparation Info	Laboratory Teaching Methods	Theoretical	Practise
10 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Data collection process – planning, preparation before fieldwork.	
11 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Organizing the collected data and determining the analysis method.	
12 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Data analysis process (applied analysis studies, interpretation with consultant).	
13 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Writing thesis chapters: Studies on introduction, literature and method chapters.	
14 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	Planning the findings and discussion sections and evaluating the writing process.	
15 The determined thesis topic must be clarified, a preliminary literature review must be conducted, knowledge of basic research methods must be acquired, basic knowledge of the data collection and analysis tools to be used must be acquired, and the necessary applications must be made for studies requiring ethics committee approval (if necessary).	One-on-one thesis consultancy, Process-oriented guidance and monitoring, Interim report and document evaluation, Practical work focused on research, analysis and writing, Regular meetings with the advisor, Self-directed learning and practice	The general structure of the thesis, bibliography order, ethical statements and arrangements in line with advisor feedback.	
16		Grade Entry Week – The student's progress throughout the semester is evaluated and grades are entered into the system.	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Ders Öncesi Bireysel Çalışma	28	10,00
Ders Sonrası Bireysel Çalışma	28	10,00
Alan Çalışması	10	8,00
Rapor	6	10,00
Araştırma Sunumu	6	3,00

Assessments

Activities	Weight (%)
Final	100,00

	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
L.O. 1	2	2								2				3	
L.O. 2	1	2								1				4	
L.O. 3	2	2								2				3	
L.O. 4	1	2								1				4	
L.O. 5	1	1								1				5	

Table :

P.O. 1 : İşletme biliminin temel kavramlarını ve işletmenin temel fonksiyonlarını uzmanlık düzeyinde kavrar, analiz eder, yorumlar ve bunları yönetim ve organizasyon, pazarlama, üretim yönetimi, sayısal yöntemler, muhasebe ve finans alanlarının en az birinde uzmanlık düzeyinde uygulayabilir.

P.O. 2 : Yönetim ve organizasyon, örgütsel davranış, pazarlama, finans, muhasebe, insan kaynakları, üretim yönetimi, sayısal yöntemler vb. alanlarda geliştirilmiş bulunan çok sayıda kuram, model ve paradigmalarla ilişkin farklı bakış açılarını öğrenir, bu konularda çeşitli bilimsel toplantılarla sunulan bilimsel çalışma ve araştırmaları değerlendirme, yorumlama ve eleştirme bilgi ve becerisi kazanır.

P.O. 3 : İşletme ve genel olarak sosyal bilimlerde en son yenilikleriyle araştırma yöntemlerini kullanarak, bağımsız olarak ya da diğer araştırmacılarla ortaklaşa özgün bilimsel/akademik araştırmalar yapma, araştırmalarının sonuçlarını kitap, makale ve raporlar halinde yayılama ve bilimsel ortamlarda tartışılmak üzere sunma bilgi, beceri ve sorumluluğu kazanır.

P.O. 4 : İşletme alanında özgün bilimsel çalışmalar ortaya koymak işletme bilimine yenilik getirir, yeni bir bilimsel yöntem geliştirir ya da bilinen bir yöntemi farklı bir alana uygulayabilir, ulusal ve uluslararası literatüre katkıda bulunur.

P.O. 5 : İşletme Anabilim Dalında yer alan bilim dallarının birbirile etkileşimi ve işletme Anabilim Dalının diğer anabilim dallarıyla etkileşimi kavrayabilir, yeni bakış açıları ile farklı konuları değerlendirebilir ve disiplinler arası çalışmalar yapabilir.

P.O. 6 : İşletme alanındaki yeni bilgilere sistematik bir biçimde yaklaşır ve alıyla ilgili araştırma yöntemlerinde üst düzeyde beceri sahibi olur.

P.O. 7 : İşletme alanında kazanılan teorik ve pratik bilgi ve becerileri araştırabilecek, uygulama ve saha analizlerinde nasıl kullanıldığını belirleyebilecek, uyarlayabilecek, analiz edebilecek, bireştirebilecek, kritik kararlar verebilecek ve senteze ulaşarak uygulayabilecektir.

P.O. 8 : Bilgilerini güncel tutar, alanında ulusal ve uluslararası literatürü yakından takip eder, yalnızca işletme alanında değil, diğer toplumsal konularda da kendini geliştirir.

P.O. 9 : İyi bir araştırmacı ve akademisyen adayı olarak, yeni öğrendiği konulara, işletme alanındaki yeni gelişmelere ve ilgili diğer konulara eleştirel gözle bakmayı öğrenir, sorgulayıcı ve keşfetici yönlerini geliştirir.

P.O. 10 : Kamu ve özel sektör temsilcileri ile iyi ilişkiler kurar ve geliştirir, disiplin içi ve disiplinler arası gruplarda çalışabilir.

P.O. 11 : En az bir yabancı dilde, meslektaşlarıyla ileri düzeyde yazılı, sözlü ve görsel iletişim kurabilir ve akademik tartışmalara katılabilir.

P.O. 12 : Akademik ve profesyonel olarak bilimsel, teknolojik, sosyal ve kültürel gelişmeleri takip eder ve ilgili konulara ve süreçlere katkıda bulunur.

P.O. 13 : İşletme alanında ve iş yaşamında karşılaşılan toplumsal, bilimsel, yönetimsel ve etik sorunları tespit eder, çözüm üretir ve bu konulardaki değerlerin gelişimine katkıda bulunur.

P.O. 14 : İşletme alanında hem ulusal hem de uluslararası alanda kabul görecektir, özgün bir doktora tezi yazar ve işletme alanında "Doktor" ünvanını alır.

P.O. 15 : Akademik kariyer haricinde, edindiği bilgi birikimi ile üniversitelerde, kamu ve özel sektörde istihdam edilebilir, güçlü araştırmacı yönü ile kendi araştırma ve/veya danışmanlık şirketlerini kurabilirler.

L.O. 1 : Bağımsız ve özgün bir akademik araştırma yürütür.

L.O. 2 : Literatür taraması, hipotez kurma, model oluşturma ve analiz yapma becerisi kazanır.

L.O. 3 : Uygun araştırma yöntem ve tekniklerini kullanır.

L.O. 4 : Bilimsel etik ve akademik yazım kurallarına uygun bir tez hazırlar.

L.O. 5 : Pazarlama alanına katkı sağlayan özgün sonuçlara ulaşır.