

İŞL-901 - FIELD STUDIES - Sosyal Bilimler Enstitüsü - İşletme Ana Bilim Dalı
General Info

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

Prof. Suzan ÇOBAN

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 Assoc. Prof. Dr. Burcu Gülsevil Belber Prof. Dr. Şevki Özgener

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 and production management.	
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.		Entering Students' Grades into the System	End-of-term evaluation	

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 / Üretim Yönetimi 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	2		1	2		5		1		2	3	3					5	
L.O. 2	4	3	0			2		3		2		2	1	3					5	
L.O. 3	4	4	0		3	4				0		2	1	4				3	5	
L.O. 4	3	2	0		2	3				0		0	1	4				2	5	
L.O. 5	5	4	0		2	2	3	1		4		3	3	4					5	

Table :

- P.O. 1 :** By adding current and advanced production management and marketing knowledge to the knowledge and experience they have acquired in their previous education processes, they grasp all aspects of production management and marketing sciences and deepen their knowledge to a level that can bring innovation to this field.
- P.O. 2 :** Demonstrates a strong command of current issues in Production Management and Marketing and keeps abreast of current developments in these fields.
- P.O. 3 :** Strengthens their knowledge in areas such as production management and strategic marketing management, knows the issues related to the development and implementation of different strategies and improves themselves in these areas.
- P.O. 4 :** Develops knowledge in the field of global marketing; recognizes global markets based on legal, political, geographical, and cultural differences, and learns how to organize international marketing activities and conduct foreign trade transactions accordingly.

- P.O. 5 :** Learn the subject of consumer behavior, handle the issues related to consumer behavior particularly with marketing discipline, and generally with various disciplines such as psychology, sociology and economics, have good knowledge to improve the existing models of consumer behavior or develop new ones.
- P.O. 6 :** Learns qualitative and quantitative research methods, conducts analyses using these methods with the aid of statistical software, and is able to draw inferences from and interpret the findings.
- P.O. 7 :** Understands the interaction of Production Management and Marketing with other fields within the Business Administration discipline as well as with different academic disciplines; evaluates diverse topics from new perspectives and develops the ability to generate original knowledge through analysis and synthesis techniques.
- P.O. 8 :** Approaches new information in the field of Production Management and Marketing in a systematic manner and acquires a high level of skill in research methods related to the field.
- P.O. 9 :** Introduces innovations to the fields of Production Management and Marketing, develops new scientific methods, or applies established methods to different fields.
- P.O. 10 :** Can understand new, different and/or complex issues, design an original studies and investigate them
- P.O. 11 :** Have knowledge which is up to date, follow national and international literature closely and develop themselves not only in the marketing field, but also in the other social issues.
- P.O. 12 :** Contributes to the national and international literature by producing original scientific studies in the fields of Production Management and Marketing.
- P.O. 13 :** Publishes scientific research in national and international journals, presents papers at national and international conferences, and actively participates in scholarly discussions.
- P.O. 14 :** As a qualified researcher and aspiring academic, learns to critically evaluate newly acquired knowledge, emerging developments in the fields of Production Management and Marketing, and other relevant topics, while developing inquisitive and exploratory skills.
- P.O. 15 :** Establishes and develops good relationships with academics and public and private sector representatives working in Production Management and Marketing sciences and related fields, and can work in disciplinary and interdisciplinary teams.
- P.O. 16 :** Communicates effectively with colleagues at an advanced level in written, oral, and visual forms in at least one foreign language and participates in academic discussions.
- P.O. 17 :** Follow the scientific, technological, social and cultural developments in an academic and professional way and contribute to the relevant issues and processes.
- P.O. 18 :** Identifies social, scientific, managerial, and ethical issues encountered in the fields of Production Management and Marketing and in business life, develops solutions to these issues, and contributes to the advancement of values related to these issues.
- P.O. 19 :** Writes an original doctoral dissertation in the fields of Production Management and Marketing that is recognized at both national and international levels, and becomes a successful PhD graduate and a strong candidate for an academic career in Marketing.
- P.O. 20 :** Beyond an academic career, graduates can pursue employment in marketing-related positions in the public and private sectors based on the knowledge and expertise they have acquired, and can establish their own research and/or consulting firms by leveraging their strong research skills.
- L.O. 1 :** Maintains a thorough understanding of current academic discussions in marketing.
- L.O. 2 :** Effectively scans and analyzes discipline-specific resources.
- L.O. 3 :** Identifies research problems and proposes solutions using appropriate methods.
- L.O. 4 :** Structures the thesis topic using scientific methods.
- L.O. 5 :** Conducts an effective literature review and writing.