

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Research Method in Social Sciences	COMM301	Fall 2025-2026	Theory	Practice	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
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Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Prof. Dr. Panteha Farmanesh	E-mail : panteha.farmanesh@arucad.edu.tr	
		Office : DA OF 10	
Course Objectives	This course provides students with a comprehensive understanding of research methodology in the social sciences. It introduces the philosophical, conceptual, and practical foundations of research design, data collection. Students will learn to critically evaluate existing studies, design their own research projects, and apply both qualitative and quantitative methods. The course emphasizes ethical research practices, and the communication of research findings in academic and professional contexts. This course is designed to equip students with the theoretical and practical knowledge required to design and conduct research in the social sciences. Through a combination of lectures, discussions, and applied exercises, students will develop the ability to understand, evaluate, and apply research methods to real-world social issues.		
Course Learning Outcomes		Teaching Methods	Evaluation Methods

Course Content	1.Explain key concepts and philosophical foundations of research in the social sciences	Demonstration method, Case study in class practices	Mid-term: Multiple choice exam Final: Multiple choice exam
	2.Identify and differentiate between qualitative and quantitative research methods.	Lecture, Case study in class practices	Group presentation/individual discussion
	3.Develop coherent research questions and hypotheses based on theoretical frameworks.	Case study and Discussion in class practice	Group presentation
	4.Design appropriate research strategies using sampling, measurement, and data collection techniques.	Lecture and Case study in class practice	Group presentation/individual discussion
	5.Apply research methods and tools to real-life social issues and case studies.	Discussion	Group presentation
	6.Critically evaluate published research for methodological rigor and ethical soundness.	Lecture and Case study in class practice	Discussion
	The course introduces students to the logic and process of scientific research in the social sciences. It covers the stages of research design, from formulating research problems and hypotheses to data collection. Topics include research ethics, measurement, sampling, quantitative and qualitative techniques, and report writing. Through discussions, exercises, and group activities, students will develop the analytical and practical skills necessary to conduct independent social research.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to Scientific Research	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
2	Research Process and Proposal	T	Business Research Method byBlumberg and MacRae, 2024

3	Research Approaches and Methods of Data Collection	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
4	Variables in Quantitative Research	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
5	Identifying Research Gap	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
6	Literature Review	T	Business Research Method by Blumberg and MacRae, 2024
7	Identifying Research Questions and Forming Hypotheses	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
8	Midterm Exam/Sources of Research Ideas	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
9	Ethics	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
10	Procedure for Conducting a Research Study	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
11	Sampling Techniques and Measurement	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
12	Survey Research	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
13	Cross-Sectional and Longitudinal Designs	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
14	Data Collection Method	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024
15	Qualitative Research Method	T	Research Methods, Design, and Analysis by Larry B. Christensen, R. Burke Johnson, Lisa A. Turner, 2024

16	Final Exam Week	T	Multiple-choice exam
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Required Course Material(s) / Reading(s)/ Text Book(s)	Library Catalogue number: The main book has been ordered.
Recommended Course Material(s)/ Reading(s) /Other	Sage Research Methods - Cases https://www.edx.org/learn/research/the-university-of-edinburgh-introduction-to-social-research-methods

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40%
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60%
TOTAL		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES
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	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.					*
2	Knows the principles and elements of basic design.	*				
3	Knows the history, theories and theorists of visual communication.	*				
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.	*				
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.	*				
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	*				
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					*
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	*				
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	*				
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	*				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.			*		
12	Has the ability to use research methods and techniques in the field of Visual Communication.	*				
13	Has the competence to research, plan, implement and report during the project phase.					*
14	Has the competence to establish the connection between design and aesthetic values.	*				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.	*				
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.			*		

1 7	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.	*				
1 8	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.	*				
1 9	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.	*				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15	1	3	45
Preliminary Preparation and self- study	15	1	3	45
Mid-Term	1	1	15	15
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1	1	20	20
Other				
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				25
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	X

	SDG 17:Partnership for the Goals	X
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ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Students will actively participate in class discussions, practical exercises, and research-oriented activities throughout the semester, continuously developing their understanding of social science research methods and their application. Assessment will not be limited to final submissions but will also reflect students' engagement, analytical skills, and progress over time.

Instead of grading individual practices separately, both the midterm and final project evaluations will consider students' ongoing participation and commitment. This includes:

In-Class Practice: Active involvement in lectures, workshops, and hands-on exercises that explore research design, data collection, and analytical techniques in social sciences.

Discussions: Meaningful contributions to class discussions, and case study analyses, demonstrating critical thinking, the ability to link theory with practical research challenges.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Prof. Dr. Panteha Farmanesh
UPDATED	15.10.2025
APPROVED	