



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports Brand Communication and Consumer Behavior							
Course Code		SYB426		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		By addressing exogenous and inherent factors affecting person's consuming behavior, this course aims to read students every dynamics of consumer behavior. Students are informed about phenomenon of ever-changing consuming and current consuming trends in the content of the course. It is also aimed that students are forced to use their theoretical information given before effectively in advertising campaigns.							
Course Content		The basic concepts and strategies of marketing, Consumption in Contemporary Marketing, Consumer Types, Consumer Behavior Model, Consumer psychological, sociological, socio-psychological effects, Other factors affecting consumer, Culture and Lifestyle, Consumer Purchasing Decision Process, Post-Buying Behavior.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Hasan ULUKAN							

Prerequisites & Co-requisites

ECTS Requisite	150
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Koç, E. (2012). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım. İstanbul: Seçkin.
2	Kılınç, O. E., & Yavuz, Ö. (2016). "Nöro pazarlama"ya giriş. İstanbul: Ortak İleşim.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course
2	Theoretical	Consumption society and consumer culture
3	Theoretical	Consumer behavior theory
4	Theoretical	Consumer Psychology: Perception
5	Theoretical	Consumer Psychology: Learning & Memory
6	Theoretical	Consumer Psychology: Motivation & Involvement
7	Theoretical	Consumer Psychology: Attitudes
8	Intermediate Exam	Midterm Exam
9	Theoretical	Consumer Psychology: Self and Personality
10	Theoretical	Consumer Neuroscience
11	Theoretical	Consumer anthropology: Values, lifestyles and culture
12	Theoretical	Consumer buying decision
13	Theoretical	Student presentations
14	Theoretical	Student presentations
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	9	2	3	45
Lecture - Practice	5	2	2	20
Individual Work	2	10	1	22
Midterm Examination	1	4	2	6



Final Examination	1	5	2	7
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Will be able to explain the relationship between marketing and consumer behavior.
2	Will be able to explain the consumer decision process.
3	Will be able to discuss the impact of digital revolution on consumer decision making process and consumer behavior.
4	Will be able to evaluate marketing tasks and the basic functions
5	Will be able to offer solutions to problems that companies face with.

Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

