



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behaviors							
Course Code		HIT219		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	77 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of consumer behavior and marketing of modern behavioral approach to teach the basic concepts of consumer behavior. In this course, students also learn to affect consumer behavior, marketing practices, psychological, socio-cultural and demographic factors.							
Course Content		In general, the following information will be given: 1. Consumer Behavior and Basic Concepts of Consciousness 2. The Consumer Movement and Consumer Awareness 3. Factors that affect the Consumer Behaviors							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	ODABAŞI, Yavuz (2009) "Tüketici Davranışları" MediaCat
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Consumer Behavior and Basic Concepts of Consciousness
2	Theoretical	Development of Consumer Behavior and Benefits Departments
3	Theoretical	Consumer Action and Consumer Awareness
4	Theoretical	Functioning of the Economy and Place of the Consumer in Market Economy
5	Theoretical	The Place and Importance of Marketing and Consumer Behavior
6	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
7	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
8	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
9	Theoretical	Economic factors affecting consumer behavior
10	Theoretical	Lifestyle and Personality (Life - Style and Self-Concept) Concepts on the Effects of Consumer Habits
11	Theoretical	Consumer Buying Decision Process
12	Theoretical	Consumer Awareness and Consumer Movement
13	Theoretical	Consumer Rights and Responsibilities
14	Theoretical	Activities for the Protection of Consumer Rights
15	Theoretical	Relationship Between Consumption and the Environment
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	2	1	3
Final Examination	1	3	1	4
Total Workload (Hours)				77
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Understanding consumer behavior theories
2	Understanding how to evaluate the information obtained on consumer behavior
3	Understanding Psychological and Social Factors Affecting Consumer Behavior
4	Understanding Economic factors affecting consumer behavior
5	Understanding Activities for the Protection of Consumer Rights

Programme Outcomes (Agricultural Management)

1	To be able to use basic knowledge about agricultural, the struggle to preserve and marketing
2	To be able to use theoretical and practical knowledge gained in the basic fields of farm management
3	To be able to take duties and responsibilities at all levels of the agricultural business management
4	To be able to comprehend economic problems of agriculture, have the abilities of data collection, analysis, interpretation and project based solution production
5	Ability to predict and interpret the potential effects of national and international economical and political developments on Turkish agricultural sector
6	Having necessary skills for management and planning of agricultural and rural development projects
7	To be able to collaborate with stakeholders at producer and institutional levels to improve communication and education
8	To be able to use computer programs and technology to an adequate level required by business practices
9	To be able to comprehend knowledge of law that is necessary for farm management field and to be able to use this information
10	To be able to apply professional, moral values and sense of social responsibility
11	To be able to work independently in the major by communicating effectively through expressing ideas orally and written.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	2	2	2	4
P2	5	2	3	3	2
P3	3	2	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	2	3	3	3	5
P7	2	4	3	3	2
P8	2	4	5	3	3
P9	2	4	5	2	3
P10	2	4	2	2	3
P11	2	4	2	2	3

