



## 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
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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 (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**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	5	4	3	3	3
P2	4	3	5	3	4
P3	5	3	4	3	4
P4	2	2	2	2	5
P5	1	1	2	2	2
P6	1	1	1	1	1
P7	4	4	4	3	3
P8	3	3	4	3	4

