



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Behaviours							
Course Code		PAR153		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The ability of the learner to recognize the consumer according to the sector and market characteristics; to understand the consumer behavior models and behavioral roles, to determine the factors affecting the buying behaviors according to the market, product and customer characteristics, to evaluate the consumer buying decision process and to manage the consumer buying behavior.							
Course Content		To understand the consumer behavior models, To understand the consumer behavior roles, To determine the factors affecting the purchasing behavior, To identify and evaluate the consumer buying decision process, To evaluate and manage the purchasing behavior.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Consumer Behavior: Abdullah Okumuş
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Week	Weekly Detailed Course Contents	
1	Theoretical	Know the consumer
2	Theoretical	Know the consumer
3	Theoretical	Know the consumer. Understand consumer behavior models
4	Theoretical	Understand consumer behavior models
5	Theoretical	Understand consumer behavior models. Understand consumer behavior roles
6	Theoretical	Understand consumer behavior roles
7	Theoretical	Understand consumer behavior roles
8	Theoretical	Identify factors that affect buying behavior
9	Intermediate Exam	Midterm
10	Theoretical	Identify factors that affect buying behavior
11	Theoretical	Identify factors that affect buying behavior. Identifying and evaluating consumer purchasing decision process
12	Theoretical	Identifying and evaluating consumer purchasing decision process
13	Theoretical	Identifying and evaluating consumer purchasing decision process. Evaluate and manage purchasing behavior
14	Theoretical	Evaluate and manage purchasing behavior
15	Theoretical	Evaluate and manage purchasing behavior
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28



Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Having knowledge about general consumer behavior
2	To be able to determine the factors affecting procurement decision process
3	Will be able to compare the relationship between the consumer behavior and the other disciplines.
4	Will be able to analyze the effects of psychological, socio-cultural and demographic factors on consumer decision process.
5	Distinguish the relationship between consumer behavior and marketing practices.

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2
P1	5	5
P2	4	5
P3	5	4
P4	5	5
P5	5	5
P6	5	5
P7	5	5
P8	5	5
P9	5	5
P10	5	5
P11	4	4
P12	4	
P13	5	5
P14	5	5

