



## 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*] = <b>ECTS</b>				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 (Business Administration Management)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

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

	L1
P8	4

