



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Consumer Behavior								
Course Code	PZL213			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Nowadays a long- term understanding of the customer expectations is deemed necessary to assure competitive position in the markets.								
Course Content	Basic Concepts about Consumer Consciousness, Progress of Economy, Position of Consumers in Market Economy, Position and Importance of Consumers in Marketing.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Consumer Behaviours, Gülfidan BARIŞ, Yavuz ODABAŞI, MediaCat Kitapları
2	Consumer Behaviours, Ahmet İSLAMOĞLU, Remzi ALTUNIŞIK, Beta Yayınevi

Week	Weekly Detailed Course Contents	
1	Theoretical	Consumer behavior concept and characteristics
	Preparation Work	Instruction book
2	Preparation Work	Instruction book
3	Theoretical	Consumer behavior's general model
	Preparation Work	Instruction book
4	Theoretical	Influential factors on the consumer decision process
	Preparation Work	Instruction book
5	Theoretical	Cultural factors- Culture
	Preparation Work	Instruction book
6	Theoretical	Subcultures- Social Class
	Preparation Work	Instruction book
7	Theoretical	Social Factors- Reference Groups
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term exam
9	Theoretical	Family- Roles and status
	Preparation Work	Instruction book
10	Theoretical	Personal factors- Age and Life Cycle- Occupation
	Preparation Work	Instruction book
11	Theoretical	Economic condition- Life Style- Personality and "me" concept
	Preparation Work	Instruction book
12	Theoretical	Psychographic factors- Motivation
	Preparation Work	Instruction book
13	Theoretical	Perception- Learning
	Preparation Work	Instruction book
14	Theoretical	Beliefs and Attitudes
	Preparation Work	Instruction book
15	Theoretical	An overview of the course
	Preparation Work	Instruction book



16	Preparation Work	Instruction book
	Final Exam	Final exam
17	Preparation Work	Instruction book
	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Reading	5	1	0	5
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to understand consumer behaviour general model.
2	To be able to understand the factors that affect consumer behaviours
3	To be able to have information about consumer behaviour.
4	To be able to understand factors that affect consumer behaviours: cultural, psychology and social.
5	To be able to understand perception, learning, believe and attitude.

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	5	5	5	5
P2	3	3	3	3	3
P3	1	1	1	1	1
P4	3	5	5	3	5
P5	5	5	5	5	5
P6	3	3	5	3	3
P7	1	1	1	1	1
P8	5	5	5	5	5
P9	1	1	1	1	1
P10	1	1	1	1	1
P11	5	5	5	5	5
P12	5	3	5	3	5
P13	4	4	4	4	4



P14	3	4	3	5	3
P15	1	1	1	1	1

