



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behaviors							
Course Code		HAT255		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To be able to gain the concepts of consumer behavior and behavior in marketing approaches. To be able to comprehend the psychological, socio-cultural and demographic factors influencing consumer behavior. To be able to provide basic information about the consumer movement and consumer awareness.							
Course Content		Consumer Behavior and Basic Concepts of Consciousness, The Importance of Marketing of Consumer Behaviour, Consumer Behavior Affecting Psychological, Social and Economic Factors, Consumer Buying Decision Process, Consumer Rights and Responsibilities, Consumer and Environmental Relations							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual 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	Consumer Behaviour, Odabaşı, Y., İstanbul, 2009.
2	Consumer Behavior, İslamoğlu, A. H., Altunışık, R., İstanbul, 2013.

Week	Weekly Detailed Course Contents	
1	Theoretical	Consumer Behavior and Basic Concepts of Consciousness
2	Theoretical	Development of Consumer Behaviour and Benefits Departments
3	Theoretical	Consumer Action and Consumer Awareness
4	Theoretical	Functioning of the Economy and the Market Economy Consumer Place
5	Theoretical	The Place and Importance of Marketing and Consumer Behaviour
6	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
7	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
8	Intermediate Exam	Midterm Exam
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
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	3	2	5
Midterm Examination	1	10	1	11



Final Examination	1	16	1	17
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To learn the basic concepts of consumer behavior.
2	To be able to learn theories that affect consumer behavior.
3	To be able to understand the effect of consumer behavior on purchasing.
4	To comprehend how to evaluate the information obtained about consumer behavior.
5	To be able to analyze the relationship between consumption, consumer psychology and marketing.

### Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

### 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	2	2	3	1	2
P2	2	3	3	3	4
P3	3	2	4	4	3
P4	2	3	1	1	2
P5	2	3	1	1	2
P6	2	3	3	1	2
P7	2	3	3	3	2
P8	2	3	2	3	3
P9	2	1	2	1	2

