



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behavior							
Course Code		PMP102		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The student is able to recognize the consumer by sector and market characteristics; consumer behavior patterns and be able to understand the role of behavior, market, product and be able to determine the factors influencing the purchasing behavior according to customer specifications, consumers can consider the decision of the buying process and provide the consumer to manage the purchasing behavior.							
Course Content		Consumers recognize; Understanding consumer behavior patterns; To understand the role of consumer behavior; To determine the factors affecting the buying behavior; Consumer buying decision process to determine and evaluate; Purchasing evaluate and manage the behavior							
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	70

Recommended or Required Reading

1	Tüketici Davranışı
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Week	Weekly Detailed Course Contents	
1	Theoretical	Consumers recognize
2	Theoretical	Consumers recognize
3	Theoretical	Understanding consumer behavior patterns
4	Theoretical	Understanding consumer behavior patterns
5	Theoretical	Understanding consumer behavior patterns
6	Theoretical	Understanding consumer behavior patterns
7	Theoretical	Understanding consumer behavior patterns
8	Intermediate Exam	Midterm
9	Theoretical	To determine the factors affecting the buying behavior
10	Theoretical	To determine the factors affecting the buying behavior
11	Theoretical	identify and assess the consumer buying decision process
12	Theoretical	identify and assess the consumer buying decision process
13	Theoretical	Purchasing behavior to assess and manage
14	Theoretical	Purchasing behavior to assess and manage
15	Theoretical	Purchasing behavior to assess and manage

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Individual Work	6	2	0	12
Midterm Examination	1	10	1	11
Final Examination	1	9	1	10
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

