



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behavior							
Course Code		LGT263		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enable the students to comprehend the consumer behavior, Its reasons, the factors that affect consumer behavior, Consuming strategies, the reactions of the consumers and psychology of the consumers. And to acquire what is there to be known about consumers and to provide better . And more effective services to the consumers by assessing the data obtained.							
Course Content		Consumer awareness of the basic concepts related to the functioning of the Economy and the market economy, consumer, marketing, consumer behavior, Consumer behaviour affect the importance of psychological, social, and economic factors, Life-style and self-concept of consumer habits and the effects on consumer purchase decision process, consumer awareness and to protect the rights of the consumer in our country laws and organizations, environmental protection and consumer awareness, consumer education.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Cennet ARMAN ZENGİ							

Prerequisites & Co-requisites

Equivalent Course	İY227
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Tüketici Davranışı; Yavuz Odabaşı/Gülfidan Barış, MediaCat Yayınları
2	Kişilik; Özcan Köknel, Altın Kitaplar Yayınevi

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of Consumer Behavior and Its characteristics
2	Theoretical	The importance of consumer behavior in marketing
3	Theoretical	Internal influences of consumer behavior, motivation and the degree of influence
4	Theoretical	Personality, self-image and life style
5	Theoretical	Consumer perception and Consumer learning
6	Theoretical	Consumer attitude formation and change, communication
7	Theoretical	Attitudes, changing attitudes and emotions
8	Theoretical	External influences on consumers and culture
9	Theoretical	MidTerm Exam
10	Theoretical	Subcultures and social classes
11	Theoretical	Subcultures and social classes
12	Theoretical	Diffusion of Innovation and Its effects on Consumers
13	Theoretical	Consumer purchase process and determination of the problem
14	Theoretical	Purchase and post-purchase behavior
15	Theoretical	General review
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	0	28
Lecture - Practice	14	2	0	28
Assignment	1	0	13	13



Midterm Examination	1	1	1	2
Final Examination	1	3	1	4
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1. To be able to explain the concept of consumer behavior
2	2. To be able to explain the reasons of consumer behavior
3	3. To be able to comprehend the effects of consumer behavior on
4	4. To be able to interpret the consumer analyses
5	5. To be able to direct consumer behavior
6	6. To be able to apply marketing elements according to consumer behavior
7	7. To be able to assess purchase decision making process
8	8. To be able to analyze the factors that affect purchase decision of the consumers

Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption of goods.
2	Provide warehouse and inventory management decisions.
3	To decide on the mode of transport and handling equipment to be used.
4	Logistics information systems benefit from the process of the realization of the activities.
5	To dominate the national and international legislation regulating the field of logistics.
6	Administration, management and marketing ideas and conducting.
7	Sensitivity to the requirements of professional ethics move
8	Idea about the conduct of national and international transport policies.
9	Having written and oral communication skills.
10	Current society and understand the world.

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

	L1	L2	L3	L4	L5	L6	L7	L8
P1	3	3	3	3	3	3	3	3
P2	5	5	5	5	5	5	5	5
P3	2	2	2	2	2	2	2	2
P4	2	2	2	2	2	2	2	2
P5	3	3	3	3	3	3	3	3
P8	2	2	2	2	2	2	2	2
P9	3	3	3	3	3	3	3	3
P10	4	4	4	4	4	4	4	4

