



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behavior							
Course Code		HİT255		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Consumer behavior of students, the causes, the factors that affect consumer behavior, consumer strategies, to provide information about the psychology of consumers and consumer responses. Consumers can find out what you need to know about and to be owned by evaluating the data developing of consumers to produce better and more efficient services.							
Course Content		Consumer behavior, psychological effects, motivation and involvement, sensation and perception, personality and self, attitudes, values, social class.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Esin ÇINAR							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Tüketici Davranışları, Yavuz Odabaşı, Media Cat Baskı.
2	Tüketici Davranışları, Ahmet Hamdi İslamoğlu, Beta Yayınları, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept and Characteristics of Consumer Behavior
2	Theoretical	The Importance of Consumer Behavior in Marketing
3	Theoretical	Relationship between Consumer Behavior and Marketing Strategy
4	Theoretical	Psychological Effects Learning and Memory
5	Theoretical	Sensation and Perception
6	Theoretical	Motivation and involvement
7	Theoretical	Attitudes and being changed of attitudes and Emotions
8	Theoretical	Personality and Self
9	Theoretical	Values and Lifestyle
10	Theoretical	Personal effects and diffusion of innovations
11	Theoretical	Social class
12	Theoretical	Consumer buying process
13	Theoretical	Purchase and post-purchase behavior
14	Theoretical	Purchase and post-purchase behavior

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Consumer behavior causes.
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2	The factors affecting consumer
3	Consumer strategies
4	Consumers' reactions
5	Making about the psychology of the consumer with adequate concepts to ensure the applicability of theoretical knowledge in practice

**Programme Outcomes (Public Relations and Publicity)**

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3
P1	5	5
P2	5	5
P3	5	5
P4	5	5
P5	5	5
P6	5	5
P7	5	5
P8	5	5
P9	5	5
P10	5	5
P11	5	5

