



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behaviors							
Course Code		PSY101		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Explain the various components of consumer behavior and evaluate them for the development of marketing practices in non-profit and / or non-profit organizations.							
Course Content		Interpreting the effects of consumers on marketing efforts and the effects of marketing efforts on consumers.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Pınar GAYRET							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yavuz Odabaşı ve Gülfidan Barış (2007). Tüketici Davranışı. MediaCat
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Week	Weekly Detailed Course Contents	
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Intermediate Exam	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	1	14	0	14
Midterm Examination	1	7	8	15
Final Examination	1	7	14	21
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	.
2	
3	
4	



5	
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Programme Outcomes (*Business Administration Management*)

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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	4	2	3	2	4
P2	3	4	2	3	3
P3	4	3	3	2	4
P4	2	4	2	3	5
P5	3	3	3	1	3
P6	2	2	2	3	2
P7	3	3	4	2	3
P8	4	4	3	4	2
P9	3	3	4	3	4
P10	4	2	3	4	3

