



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Consumer Behaviours								
Course Code	REM207	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	2	Workload	53 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The definition, scope, importance and relationship of consumer behavior with other disciplines and disciplines are discussed.								
Course Content	Today, consumers give information about who they are, their attitude, values ??and thoughts to themselves and their external environment with the products they use. While people are using their products, desires, desires and dreams come true, consumer behaviors are examined and the motivation for purchasing is emphasized.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Discussion, Case Study, Individual Study								
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	1. Koç, E.(2011) Tüketici Davranışı ve Pazarlama Stratejileri-Global ve Yerel Yaklaşım, Seçkin Yayınevi, Ankara.
2	Aydın, K.(2003) Uluslararası ve Küresel Pazarlamada Kültürel Etkiler, Ankara, Nobel.

Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	Tüketici davranışına giriş
2	Theoretical	Pazarlamanın temelleri
3	Theoretical	Algılama
4	Theoretical	Öğrenme ve hafıza
5	Theoretical	Motivasyon ve İlgiilenim
6	Theoretical	Tutumlar
7	Theoretical	Benlik ve Kişilik
8	Intermediate Exam	ARA SINAV
9	Theoretical	Değerler, Yaşam Biçimleri ve kültür
10	Theoretical	Referans Grupları, Aile ve cinsiyet
11	Theoretical	Satın Alma Karar süreci
12	Theoretical	Pazarlama iletişimi ve ikna teknikleri
13	Theoretical	Satın alma ile ilgili kuramlar
14	Theoretical	Satın alma karar süreci
15	Theoretical	Tüketici davranışlarının pazarlama disiplindeki önemi
16	Final Exam	FİNAL SINAVI

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	4	1	5
Final Examination	1	5	1	6
Total Workload (Hours)				53
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	1. Tüketici davranışı sadece satın alma sırasında önceki ve sonraki durumları ve bu aşamalarla ilgili deneyimleri incelemektir.
2	2. Bu süreçler çerçevesinde tüketici davranışları incelenirken onları etkileyen faktörlerin araştırılması hedeflenmektedir.
3	3. İşletmelerde karar verici konumundaki bireylere doğru ve zamanında net bilgilerin ulaştırılması hedeflenmektedir
4	Understands the process of tourist buying behavior.
5	Learn the basic concepts of psychology

**Programme Outcomes (Food and Beverage Management)**

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle level
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

**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	2	2	2
P2	3	3	3	3	3
P3	4	4	4	4	4
P4	4	4	4	4	4
P5	3	3	3	3	3
P8	2	2	2	2	2
P9	1	1	1	1	1
P10	4	4	4	4	4
P11	5	5	5	5	5
P12	5	5	5	5	5
P13	1	1	1	1	1
P14	5	5	5	5	5
P15	1	1	1	1	1
P16	3	3	3	3	3

