



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behaviors							
Course Code		HIT219		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	45 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of consumer behavior and marketing of modern behavioral approach to teach the basic concepts of consumer behavior. In this course, students also learn to affect consumer behavior, marketing practices, psychological, socio-cultural and demographic factors.							
Course Content		In general, the following information will be given: 1. Consumer Behavior and Basic Concepts of Consciousness 2. The Consumer Movement and Consumer Awareness 3. Factors that affect the Consumer Behaviors							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case 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	ODABAŞI, Yavuz (2009) "Tüketici Davranışları" MediaCat
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Week	Weekly Detailed Course Contents	
1	Theoretical	Consumer Behavior and Basic Concepts of Consciousness
2	Theoretical	Development of Consumer Behavior and Benefits Departments
3	Theoretical	Consumer Action and Consumer Awareness
4	Theoretical	Functioning of the Economy and Place of the Consumer in Market Economy
5	Theoretical	The Place and Importance of Marketing and Consumer Behavior
6	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
7	Theoretical	Psychological and Social Factors Affecting Consumer Behavior
8	Intermediate Exam	Mid-term
9	Theoretical	Economic factors affecting consumer behavior
10	Theoretical	Lifestyle and Personality (Life - Style and Self-Concept) Concepts on the Effects of Consumer Habits
11	Theoretical	Consumer Buying Decision Process
12	Theoretical	Consumer Awareness and Consumer Movement
13	Theoretical	Consumer Rights and Responsibilities
14	Theoretical	Activities for the Protection of Consumer Rights
15	Theoretical	Relationship Between Consumption and the Environment

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				45
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To learn theories that affect consumer behavior
2	Understanding how to evaluate the information obtained on consumer behavior

