



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
COURSE INFORMATION FORM

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|--|---|----------|------------|--------------|---|----------------------------------|---|------------|---|
| 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

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| 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

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

