



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Behaviors							
Course Code		PRL112		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Emphasizing the role of consumer behavior in developing and implementation marketing strategies. In this context, the aim of this lesson is to investigate the factors and how these factors affected consumer behavior.							
Course Content		This lesson consists of different subjects, such as, importance of consumer behavior in marketing, characteristics of consumer behavior, relationship between marketing and consumer behavior and the factors that affected consumers behavior							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept and characteristics of consumer behavior
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
2	Theoretical	The importance of marketing in consumer behavior
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
3	Theoretical	Relationship between marketing strategy and consumer behavior
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
4	Theoretical	Psychological factors (Learning and memory) that affected consumer behavior
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
5	Theoretical	Motivation, Involvement and Perception
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
6	Theoretical	Attitudes, changing attitudes and emotion
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
7	Theoretical	Personality and individuality/ Values and lifestyles
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
8	Theoretical	Socio-cultural factors- Group Dynamic and reference group/ Family
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
9	Intermediate Exam	
10	Theoretical	Personal Influence and diffusion of innovations
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
11	Theoretical	Social Class / The effect of culture on consumer behavior
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
12	Theoretical	Situational factors that affected consumer behavior
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
13	Theoretical	Structure of consumer decision making process
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.
14	Theoretical	Structure of consumer decision making process
	Preparation Work	ODABAŞI Yavuz, Tüketici Davranışı, Media Cat Kitapları Yayınevi, İstanbul, 2011.



15	Final Exam	
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Names consumer in the marketing science as a concept.
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