



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Behaviour							
Course Code		İŞLE623		Couse Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main objective of the course, is to analyze changes in consumer behavior.							
Course Content		Students, the concept of the consumer, the consumer's purchase decision process, will be given information about the factors affecting consumer behavior							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Prof. Ece ARMAĞAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İSLAMOĞLU, Ahmet Hamdi; ALTUNIŞIK, Remzi; Tüketici Davranışları, Beta Yayın, İstanbul,2008
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Week	Weekly Detailed Course Contents	
1	Theoretical	Concept of Consumer and Consumer Behavior
2	Theoretical	Consumer Behavior Models
3	Theoretical	Needs and Consumption
4	Theoretical	Motivation, Perception and Learning
5	Theoretical	Consumer Attitudes
6	Theoretical	Personality and Lifestyle
7	Intermediate Exam	Midterm Exams
8	Intermediate Exam	Midterm Exams
9	Theoretical	Culture
10	Theoretical	Social Classes and Groups
11	Theoretical	Situational Factors
12	Theoretical	Situational Factors
13	Theoretical	Diffusion of Innovation and Positioning
14	Theoretical	Purchase of Organizational Behavior
15	Theoretical	Communication

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Analyze consumer behavior.
2	Examines the decision making process of consumers.
3	Examines the factors affecting consumers' decision-making process.
4	In general, the consumer recognizes.
5	Learns the culture of consumption.



6	Knowledge and experience in strategic decisions regarding consumer wins.
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Programme Outcomes (Business Administration Doctorate)

1	To be able do and report scientific research and acquire skills for doing independent work
2	Have ethical sensitivity in planning and carrying out a scientific work
3	Be able to use the qualitative and quantitative research techniques appropriately in scientific work
4	Acquire team working skills to carry out disciplinary and interdisciplinary work
5	Develop competencies for preparing projects for business
6	Acquire skills for initiative, creativity and acting independent
7	Be able to adjust to new circumstances and gain problem solving skills
8	Be able to convey thoughts and suggestions supported by the qualitative and quantitative data effectively to the experts and non-experts of the area using written, verbal and non-verbal communication skills
9	Gain the necessary experience and capabilities for a productive and competent career in teaching and research
10	Be able to select and use the appropriate mathematical and statistical methods in scientific work.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	3	4	5	3	3	4
P2	3	2	3	4	3	4
P3	3	3	3	5	4	4
P4	3	5	3	3	4	3
P5	3	3	4	5	4	3
P6	3	4	3	4	4	3
P7	3	4	3	3	4	3
P8	3	3	3	5	4	3
P9	3	4	3	4	4	3
P10	3	4	3	4	4	3

