



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|----------------------------|---|--------------------------------|---|------------|---|
| Course Title | | Consumer Behaviors | | | | | | | |
| Course Code | | İŞLE532 | | Course Level | | Second Cycle (Master's Degree) | | | |
| ECTS Credit | 5 | Workload | 127 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The aim of this course is to give graduate students both theoretical and practical knowledge about consumer behaviors which constitute the most dynamic part of marketing science. Explicating how these behaviors form and what factors affect these behaviors, explaining the roles and importance of these behaviors are sub-goals of this course. | | | | | | | |
| Course Content | | The importance and role of consumer behaviors in marketing, traits of consumer behaviors, models of consumer behavior, various factors affecting the consumer behaviors | | | | | | | |
| 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

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| 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 | Theoretical | Midterm Exams |
| 8 | Theoretical | 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

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|---|--|
| 1 | |
| 2 | |
| 3 | |



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| 4 | |
| 5 | |
| 6 | |

Programme Outcomes (*Business Administration Master's Without Thesis*)

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| 1 | To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative methods) |
| 2 | Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements. |
| 3 | Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods |
| 4 | To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills. |
| 5 | Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internationalization |

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 | 3 | 2 | 4 | 2 |
| P2 | 4 | 5 | 4 | 3 | 4 | 3 |
| P3 | 3 | 3 | 5 | 4 | 3 | 4 |
| P4 | 2 | 4 | 2 | 5 | 4 | 3 |
| P5 | 3 | 2 | 3 | 3 | 4 | 3 |

