



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumption Culture							
Course Code		HİRY530		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The course will focus on the historical roots of the concept of consumption and discuss consumption culture through the basic perspectives and approaches on which consumption studies are based.							
Course Content		The conceptual framework of consumption, the need for consuming as the starting point of consumption, the motives driving consumption, consumption-human relation, consumption and society life-consumption society, culture production system and consumption culture, symbolic consumption, hedonism, voluntary simplicity.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Lec. Emrah BAŞER							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Jean BAUDRILLARD; Tüketim Toplumu, İstanbul: Ayrıntı Yayınları
2	Mary DOUGLAS- Baron ISHERWOOD; Tüketime Antropolojisi, Dost Yayınları
3	Yavuz ODABAŞI- Gülfidan BARIŞ; Tüketici Davranışı, Mediacat Yayınları
4	Yavuz ODABAŞI; Tüketim Kültürü Yetinen Toplumdan Tüketen Topluma, Sistem Yayıncılık
5	Ömer TORLAK; Tüketim Bireysel Eylemin Toplumsal Dönüşümü, İnkılab Yayınları
6	Erdoğan KOÇ; Tüketici Davranışı ve Pazarlama Stratejileri: Global ve Yerel Yaklaşım, Seçkin Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Forms of Daily Communication from Primitive Humans
2	Theoretical	Three Revolutions in the History of Communication (Oral, Written and Typography Culture)
3	Theoretical	Consumer Guessing
4	Theoretical	Consumption-Human Relationship
5	Theoretical	Consumption and Society Life- Consumption Society
6	Theoretical	Culture Production System and Consumption Culture
7	Theoretical	Symbolic Consumption
8	Intermediate Exam	Midterm Exam
9	Theoretical	Hedonism (Seeking Junior)
10	Theoretical	Materialism
11	Theoretical	Postmodernism and Consumer
12	Theoretical	Exhaustion
13	Theoretical	Voluntary Simplicity
14	Theoretical	Life quality
15	Theoretical	general evaluation
16	Theoretical	Final Exam (Final)

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65



Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Consumption will be able to interpret the cult in detail.
2	It will be able to show how the consumption phenomenon / culture has changed over time.
3	It will be able to relate consumption as well as economy to cultural life.
4	Consumption; art, life and science.
5	Will be able to question the interaction between globalization, consumption, consumption culture and consumption society.

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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

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

