



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Psychology and Behavior							
Course Code		ISL431		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Evaluation of concepts and theories that are needed to explain consumer behavior and forecasting the results of them							
Course Content		the place of the consumer in a market economy, the importance of consumer behavior in marketing, consumer behavior overall model, psychological factors, learning and memory, motivation and perception, attitude, personality, ego and lifestyle, socio-cultural factors, group, family, personal effects and spread out innovation, social class, culture, consumer buying process, society and consumer behavior, consumer protection and consumer awareness, consumer education.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Lec. Esmâ DURUKAL							

### Prerequisites & Co-requisites

ECTS Requisite	95
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	İslamoğlu, Ahmet Hamdi; Remzi Altunışık (2008) Tüketici Davranışları, Beta Yayınları
2	Koç, Erdoğan(2007), Tüketici Davranışı ve Pazarlama Stratejileri: Global ve Yerel Yaklaşım, Seçkin Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept and properties of Consumer Behavior
2	Theoretical	The relationship between consumer behavior and marketing strategy
3	Theoretical	Consumer Behavior Models
4	Theoretical	Needs and Consumption
5	Theoretical	Motivation and Dealing
6	Theoretical	Perception
7	Theoretical	Learning
8	Intermediate Exam	Midterm Exams
9	Theoretical	Attitudes, Self and personality
10	Theoretical	Attitudes, Self and personality
11	Theoretical	Values , lifestyles, culture
12	Theoretical	Social classes and groups, situational factors
13	Theoretical	Social classes and groups, situational factors
14	Theoretical	Consumer buying decision process
15	Theoretical	Case study
16	Final Exam	Final Exams
17	Theoretical	Final Exams

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26



Final Examination	1	28	1	29
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to understand the causes of before and after consumption behaviors of consumers
2	To be able to understand the factors that influence consumer behavior
3	To be able to evaluate the stages of the consumer buying decision process
4	To be able to express the theories describing consumer behavior
5	To be able to relate consumption phenomenon and consumption purposes

### Programme Outcomes (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

### 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	4	5	4	2	3
P2	5	5	5	2	3
P3	4	4	5	3	4
P4	4	4	5	2	5
P5	3	3	5	3	5
P6	3	4	4	3	5
P7	2	4	3	4	5
P8	3	5	3	4	4
P9	3	4	4	5	3
P10	4	5	5	5	2

