

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

CONSUMER BEHAVIOUR

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CONSUMER BEHAVIOUR	PR2173350	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ayşen AKYÜZ				
Assistant(s)	PROF.DR.AYŞEN AKYÜZ				
Aim	The objective of this course is to make students understand the consumer behavior, factors effecting the consumer behavior and havea command of consumer buying decision process. It covers the topics such as : Theories of consumer behavior, consumer buyingdecision process, factors (psychological, personal, cultural, social) influencing buying process, attitude formation, perception andlearning.				
Course Content	This course contains; Introduction to Consumer Behavior ,Theories of Consumer Behavior ,Perception, Memory, Learning,Personality,Reference Groups and Social Classes,Attitudes and Persuasian,Culture and Sub-cultures,Individual presentations,Individual presentations,Individual presentations,Group Projects,Group Projects,Group Projects,Group Projects.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
At the end of this course student will					
1. Explain the essentials and theories related to consumer behavior			13, 14, 16, 5, 9	A	
2. Explain the main factors influencing consumer behavior.			13, 14, 16, 5, 9	A	
3. Explain consumer buying decision process.			13, 14, 16, 5, 9	A	
4. Recognise social and ethical implications of marketing actions on consumer behaviour			13, 14, 16, 5, 9	A	
5. Demonstrate how knowledge of consumer behaviour can be applied to marketing.			13, 14, 16, 5, 9	A	
Teaching Methods	13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to Consumer Behavior				
2	Theories of Consumer Behavior	Reading the section requested by the lecturer from the relevant chapter			
3	Perception, Memory, Learning	Reading the section requested by the lecturer from the relevant chapter			
4	Personality	Reading the section requested by the lecturer from the relevant chapter			
5	Reference Groups and Social Classes	Reading the section requested by the lecturer from the relevant chapter			
6	Attitudes and Persuasian	Reading the section requested by the lecturer from the relevant chapter			
7	Culture and Sub-cultures	Reading the section requested by the lecturer from the relevant chapter			
8	Individual presentations				
9	Individual presentations				
10	Individual presentations				
11	Group Projects				
12	Group Projects				
13	Group Projects				
14	Group Projects				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Consumer Behavior: Buying, Having, and Being, Micheal Solomon, Pearson. Ppt Presentations