

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CONSUMER BEHAVIOR	YMI2252430	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Assist.Prof. Ahmet Serkan OKAY				
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 have a command of consumer buying decision process. It covers the topics such as : Theories of consumer behavior, consumer buying decision process, factors (psychological, personal, cultural, social) influencing buying process, attitude formation, perception and learning.				
Course Content	This course contains; Introduction to Consumer Behavior Tüketici Davranışına Giriş,Consumer Behavior and Ethics,Perception, Culture, Learning,Perception, Culture and Learning,Reference Groups,Personality,Personality ,Attitude and Persuasion,Motivation,Consumer Behavior Theories,Loyalty,Social Class and Income,Organizational Buying Process and Integral Business Strategies,New Tendencies at Consumer Behavior. .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explain the essentials and theories related to consumer behavior.			13, 16, 9	A	
2. Comprehend the motivation.			13, 16, 9	A	
3. Explain consumer buying decision process.			13, 16, 9	A	
4. Explain ethics in consumer behavior.			13	C	
5. Apprehend perception and learning in the context of consumer behavior.			10, 16, 9	A	
6. Discusses culture in context of consumer behavior.			16, 9	C	
7. Explains the theories of consumer behavior.			9	C	
8. Summarizes concepts as loyalty, attitude.			13, 9	C	
9. Explains the nature of CRM systems and integral business strategies.			13, 9	C	
10. Explains the concepts such as social class and reference groups.			9	C	
11. Apprehends the importance of personality in terms of Consumer Behavior.			9	C	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Consumer Behavior Tüketici Davranışına Giriş				
2	Consumer Behavior and Ethics	Reading the section requested by the lecturer from the relevant chapter			
3	Perception, Culture, Learning	Reading the section requested by the lecturer from the relevant chapter			
4	Perception, Culture and Learning	Reading the section requested by the lecturer from the relevant chapter			
5	Reference Groups	Reading the section requested by the lecturer from the relevant chapter			
6	Personality	Reading the section requested by the lecturer from the relevant chapter			
7	Personality	Reading the section requested by the lecturer from the relevant chapter			
8	Attitude and Persuasion	Reading the section requested by the lecturer from the relevant chapter			
9	Motivation	Reading the related section from textbook.			
10	Consumer Behavior Theories	Reading the section requested by the lecturer from the relevant chapter			
11	Loyalty	Reading the related section from textbook.			
12	Social Class and Income	Reading of the related white paper			
13	Organizational Buying Process and Integral Business Strategies	Reading of the related white paper			
14	New Tendencies at Consumer Behavior.	Reading of the related white paper			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
1. Tüketici Davranışı. Odabaşı, Y., Barış, G. Mediacat Yayıncılık. 2. Tüketici Davranışları. Altunışık, R. Beta Yayıncılık. 3.Ed. Çakırer Mehmet Akif, Sezen Bozyiğit (2020) Tüketici Davranışları, Nobel Yayınevi, Ankara.Powerpoint presentations