

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**CONSUMER BEHAVIOR**  
**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CONSUMER BEHAVIOR	HR2152430	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>	PROF.DR.AYŞEN AKYÜZ				
<b>Aim</b>	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.				
<b>Course Content</b>	This course contains; Introduction to Consumer Behavior Tüketici Davranışına Giriş,Characteristics of Consumer Behavior,Theories of Consumer Behavior Tüketici Davranışı Teorileri,Perception,Memory and Learning,Motivation and interest,Personality and Psychographic Factors,Attitude and Persuasion,Reference Groups and Family,Culture and Sub-culture,Consumer Behavior Research,New Tendencies in Consumer Behavior,purchasing decision process,Group Influence and Social Media.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Discuss the new tendencies and trends of consumer behavior.			10, 16, 9	A	
1. Explain the essentials and theories related to consumer behavior.			13, 16, 9	A	
2. Explain the main factors influencing consumer behavior.			13, 16, 9	A	
3. Explain consumer buying decision process.			13, 16, 9	A	
4. Explore consumer research.			13, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Consumer Behavior Tüketici Davranışına Giriş				
2	Characteristics of Consumer Behavior	Reading the section requested by the lecturer from the relevant chapter			
3	Theories of Consumer Behavior Tüketici Davranışı Teorileri	Reading the section requested by the lecturer from the relevant chapter			
4	Perception	Reading the section requested by the lecturer from the relevant chapter			
5	Memory and Learning	Reading the section requested by the lecturer from the relevant chapter			
6	Motivation and interest	Reading the section requested by the lecturer from the relevant chapter			
7	Personality and Psychographic Factors	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	Reference Groups and Family	Ders kitabından ilgili bölümün okunması			
10	Culture and Sub-culture	Reading the section requested by the lecturer from the relevant chapter			
11	Consumer Behavior Research	-			
12	New Tendencies in Consumer Behavior	Reading of the related white paper			
13	purchasing decision process	Reading of the related white paper			
14	Group Influence and Social Media	Reading of the related white paper			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
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	