

**School of Business and Management Sciences / Business Administration (English)**

**2023 - 2024 Academic Year**

**CONSUMER BEHAVIOR**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
CONSUMER BEHAVIOR	BUS3214714	Spring Semester	2+0	2	2
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Customer Relationship Management, Digital marketing, E-commerce				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Name of Lecturer(s)</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to convey the subjects at the basic knowledge level to the students in the field of consumer behavior, which is one of the important topics of marketing; and to provide students with a holistic perspective on various consumer behavior issues such as perception, learning, motivation, personality, attitude and decision making.				
<b>Course Content</b>	This course contains; Introduction of the Course, Consumer Behavior Part from Principles of Marketing Lesson, Buying, Having, and Being: An Introduction to Consumer Behavior, Perception, Learning and Memory, Motivation and Affect, The Self and Gender Identity, Personality, Lifestyles, and Values, Attitudes and Persuasive Communications, Decision Making, Buying, Using, and Disposing, Group Influences and Social Media, Income and Social Class / Subcultures / Culture, Consumer and Social Well-Being.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Will be able to explain the scope of consumer behavior subject.			10, 12, 13, 16, 9	A	
1.1. Explain topics such as perception, learning and memory, motivation and affect.			10, 12, 13, 16, 9	A	
1.2. Explain the consumer decision making process.			10, 12, 13, 16, 9	A	
1.3. Explain the environmental factors affecting the consumer.			10, 12, 13, 16, 9	A	
2. Will be able to explain internal influences on consumer behavior.			10, 12, 13, 16, 9	A	
2.1. Explain the perception concept.			10, 12, 13, 16, 9	A	
2.2. Explain the learning concept.			10, 12, 13, 16, 9	A	
2.2. Explain the memory concept.			10, 12, 13, 16, 9	A	
2.4. Explain the motivation concept.			10, 12, 13, 16, 9	A	
2.5. Explain the affect concept.			10, 12, 13, 16, 9	A	
3. Will be able to explain the personal influences that affect consumer behavior.			10, 12, 13, 16, 9	A	
3.1. Explain the personality concept.			10, 12, 13, 16, 9	A	
3.3. Explain the identity concept.			10, 12, 13, 16, 9	A	
3.4. Explain the lifestyle concept.			10, 12, 13, 16, 9	A	
3.4. Explain the gender identity concept.			10, 12, 13, 16, 9	A	
3.5. Explain the values concept.			10, 12, 13, 16, 9	A	
4. Will be able to explain the processes related to consumer selection and use of products.			10, 12, 13, 16, 9	A	
4.1. Explain the product choosing processes of consumers.			10, 12, 13, 16, 9	A	
4.2. Explain how consumers buy, use and dispose of products			10, 12, 13, 16, 9	A	
4.3. Explain the concept of sharing economy.			10, 12, 13, 16, 9	A	
5. Will be able to evaluate the consumer in terms of social and cultural environment.			10, 12, 13, 16, 9	A	
5.1. Explain group influences and social media that affects consumers.			10, 12, 13, 16, 9	A	
5.2. Explain the topics of income and social class.			10, 12, 13, 16, 9	A	
5.3. Explain culture and subculture topics.			10, 12, 13, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving 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 of the Course				
2	Consumer Behavior Part from Principles of Marketing Lesson				
3	Buying, Having, and Being: An Introduction to Consumer Behavior				
4	Perception				
5	Learning and Memory				
6	Motivation and Affect				
7	The Self and Gender Identity				
8	Personality, Lifestyles, and Values				
9	Attitudes and Persuasive Communications				
10	Decision Making				
11	Buying, Using, and Disposing				
12	Group Influences and Social Media				
13	Income and Social Class / Subcultures / Culture				
14	Consumer and Social Well-Being				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

**Resources**

1. "Consumer Behavior: Buying, Having, and Being, Global Edition - 13th Edition" - Michael R. Solomon - Pearson
2. Principles of Marketing, 18th edition, Pearson, 2021, Philip Kotler & Gary Armstrong
3. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, Kevin Keller, Pearson, 2019