Course Syllabus

Code - Course Title	**RHİ545 - The Socio-Psychological Foundations of Consumer Behavior**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ HALUK AKARSU

Mode of Delivery	Face to Face
Prerequisites	There is no prerequisite or corequisite requirement for this course.
Courses Recomended	Students taking this course are also recommended to take RHI530 Advertising Psychology.
Recommended Resources	Solomon, M. R. (2024). Consumer behavior: Buying, having, and being (14th ed.). Pearson.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept of the consumer and the theoretical framework of	
Week - 2		Advertising and consumer persuasion processes from a social psychology perspective	
Week - 3		Theory, variables, and measurement in consumer research	
Week - 4		The role of drives and motivations in consumer behavior	
Week - 5		Culture and sociocultural influences on consumer behavior	
Week - 6		Self-concept and self-construal in consumer behavior	
Week - 7		Tüketicinin ikna direnci ve benlik tehdidi	
Week - 8		Social influence and norms in consumer behavior	
Week - 9		Social perception and cognition in consumer behavior	
Week - 10		Digitalization and consumer behavior	
Week - 11		Reference groups and the role of the source in consumer behavior	
Week - 12		Problem identification for consumer research	
Week - 13		Developing a consumer research design	
Week - 14		Preparing a consumer research proposal	

Learning Outcomes

#	Learning Outcome
1	Explains the concepts of the consumer and consumption by linking them to the main theoretical approaches to consumption
2	Establishes the relationship between theory, variables, and measurement in consumer research; transforms a phenomenon into measurable variables
3	Develops a framework that explains consumption not only as an individual preference but also in relation to processes of social meaning-making and identity construction
4	Distinguishes and illustrates how processes such as resistance to persuasion, psychological reactance, and self-threat generate counter-effects in persuasion attempts
5	Explains the effects of digitalization on consumers
6	Selects a research design aligned with the research problem; ensures logical coherence among sampling, data collection, and the analysis plan

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.