## Course Syllabus

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|---|---|
| **Code - Course Title** | **PZL312 - Consumer Behavior** |
| **Course Type** | VI. SEMESTER |
| **Laboratory + Practice** | 2+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Area Elective Courses |
| **Course Instructor(s)** | PROF. DR. GÜLFİDAN BARIŞ |

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| **Mode of Delivery** | Face to face |
| **Prerequisites** | No Prerequisites and co-requisites |
| **Courses Recomended** | Marketing management |
| **Recommended Resources** | Yavuz Odabasi ve Gulifdan BARIS, Tuketici Davranisi, Mediacat, Istanbul |
| **Work Placement** | NA |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | İntroduction to consumer behaviour | |
| **Week - 2** | | Market Segmentation | |
| **Week - 3** | | Learning and Consumer Behaviour | |
| **Week - 4** | | Motivation and Consumer Behaviour | |
| **Week - 5** | | Perception | |
| **Week - 6** | | Attitude | |
| **Week - 7** | | Self | |
| **Week - 8** | | Demografics of Consumer Behaviour | |
| **Week - 9** | | Social Class and consumption | |
| **Week - 10** | | Referance Groups | |
| **Week - 11** | | Culture and Consumption | |
| **Week - 12** | | Buying process | |
| **Week - 13** | | Consumer and decision making | |
| **Week - 14** | | Discussion of the topics learned | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| **1** | get individual study characteristic. |
| **2** | get a deeper knowledge about one case that he/she choose. |
| **3** | report his/her study. |
| **4** | Quantative analaysis, |
| **5** | Statement writing. |

## 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.*