Course Syllabus

Code - Course Title	**PZL312 - Consumer Behavior**
Course Type	VIII. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

Mode of Delivery	face to face
Prerequisites	Principles of marketing ve pazarlama ilkeleri ya da pazarlama yönetimi cousres are prerequsites.
Courses Recomended	none
Recommended Resources	The book by Michael Solomon "Consumer Behaviour"
Work Placement	none

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Consumer as Individuals	
Week - 3		Perception	
Week - 4		Learning and Memory	
Week - 5		Motivation and Values	
Week - 6		Attitudes	
Week - 7		Self	
Week - 8		Consumer in Society	
Week - 9		Mid term	
Week - 10		Mid term	
Week - 11		Culture	
Week - 12		Social Class	
Week - 13		Group influence	
Week - 14		Shopping and Buying Proces	

Learning Outcomes

#	Learning Outcome
1	You will be able to determine WHO is consumer and to explain the reasons for him/her to buy things
2	You will be able to explain psychologic factors in consuming behavioıur

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.