Course Syllabus

Code - Course Title	**PZL216 - Consumer Behavior**
Course Type	III. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. DR. BÜLENT ATMACAN

Mode of Delivery	face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Work Placement	There is no application

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Definition of consumer behaviour	
Week - 2		Consumer Research	
Week - 3		Consumer Behaviour and Marketing Strategy	
Week - 4		Internal Influences on Consumer Behaviour and Motivation and the degree of exposure	
Week - 5		Personality, Self-Image, and Life Style	
Week - 6		Personality, Self-Image, and Life Style	
Week - 7		Consumer Perception, Consumer Learning	
Week - 8		Consumer Attitude Formation and Change, Communication	
Week - 9		External Influences on Consumer Behavior and Culture	
Week - 10		Subcultures and Social Class	
Week - 11		Subcultures and Social Class	
Week - 12		Reference Groups	
Week - 13		The spread of innovation and exposure of the customer	
Week - 14		Consumer Decision Making,Consumer Decision Making-Process, Consumer Decision Making-Outcomes	

Learning Outcomes

#	Learning Outcome
1	Consists of the actions that consumers take in regard to making decisions about purchasing various goods and services.
2	Understands the influences that consumer behavior is the self-image of the consumer.
3	play a role in shaping consumer behavior in Cultural factors .

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**