Course Syllabus

Code - Course Title	**PZL503 - Consumer Behavior Analysis**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. GÜLFİDAN BARIŞ

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Tüketici Davranışları Yavuz Odabaşı, Gülfidan Barış
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Marketing Strategy and Market Segmentation	
Week - 3		Learning and Memory	
Week - 4		Motivation and Involment	
Week - 5		Perception	
Week - 6		Attitude and Attitude Change	
Week - 7		Personality and Self	
Week - 8		Mid term exam	
Week - 9		Social Class and consumption	
Week - 10		Reference Groups	
Week - 11		Culture and Consumption	
Week - 12		Buying process	
Week - 13		Consumer and decision making	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explains the principal concepts and models related consumer behavior.
2	Analyzes the effects of reasons and results psychological, social, cultural and demographical factors on consumer decision process and the results of decision process.
3	Evaluates the relation between consumer behaviors and marketin practices.

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.