Course Syllabus

Code - Course Title	**PZY505 - Consumer Behavior**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. GÜLFİDAN BARIŞ

Mode of Delivery	On-line
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 and Consumer Behaviour	
Week - 6		Attitude and Consumer Behaviour	
Week - 7		Self and Consumer Behaviour	
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.