Course Syllabus

Code - Course Title	**PZL618 - Theory of Consumer Behaviour**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. FATMA ZEYNEP ÖZATA

Mode of Delivery	Face to face
Prerequisites	N/A
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Consumer Research and paradigms	
Week - 2		Judgement and Decision Making	
Week - 3		Judgement and Decision Making	
Week - 4		Exposure, Attention and Perception	
Week - 5		Exposure, Attention and Perception	
Week - 6		Memory	
Week - 7		Memory	
Week - 8		Learning/ Knowledge	
Week - 9		Learning/ Knowledge	
Week - 10		Attitudes, Persuasion and Behaviour	
Week - 11		Attitudes, Persuasion and Behaviour	
Week - 12		Emotions	
Week - 13		Emotions	
Week - 14		Self and Extended Self	

Learning Outcomes

#	Learning Outcome
1	Understand key concepts and ideas in consumer research.
2	Acquire critical thinking skills in the field of consumer research
3	Build skills in understanding, conceptualizing, operationalizing, and developing research ideas

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.