Course Syllabus

Code - Course Title	**PZL209U - Consumer Behaviour**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. EMRE OZAN AKSÖZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no other courses recommended for this course.
Recommended Resources	Consumer Behavior 11th Edition by Leon G. Schiffman (Author), Joseph Wisenblit (Author)
Work Placement	There is no internship or practice for this course

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Consumer behavior concept and properties	
Week - 3		Consumer behavior concept and properties	
Week - 4		The Role and Importance of Consumer Behavior in Marketing	
Week - 5		Consumers as Decision Makers: Shopping, Purchasing and Evaluation	
Week - 6		Consumers as Decision Makers: Shopping, Purchasing and Evaluation II	
Week - 7		Midterm Exam	
Week - 8		Individual Effects on Consumer Behavior	
Week - 9		Cultural Effects on Consumer Behavior	
Week - 10		Group Effects on Consumer Behavior	
Week - 11		Group Effects on Consumer Behavior II	
Week - 12		Consumer Purchase Decision Process	
Week - 13		The Digital Age and Its Effects on Consumer Behavior	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Able to explain the basic concepts and models of consumer behavior.
2	Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.
3	Able to distinguish the relationship between consumer behavior and marketing practices.
4	Able to define the importance of consumer behavior for businesses
5	Able to compare the relationship between consumer behavior and other disciplines.
6	Able to define the importance of group effects in consumer behavior
7	Able to explain the consumer purchasing decision process.
8	Able to distinguish the digital age and its effects on consumer behavior

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	30
Final Exam	1	70
	Sum (%)	**100**