Course Syllabus

Code - Course Title	**İŞL460U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	Prof. Dr. Gülfidan BARIŞ

Mode of Delivery	Distance Education
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	The textbook indicated below is the main required reading material in this course. However, learners may use some other materials, such as resources on the Internet, related to the topics covered in the required text.Barış Gülfidan (ed) (2012). Consumer Behaviour, Anadolu Üniversitesi Yayınları.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Consumption and Understanding Consumers	
Week - 2		Motivation and Emotions	
Week - 3		The Self and Personality	
Week - 4		Consumer as Learner and Decision Maker	
Week - 5		Consumer as Learner and Decision Maker	
Week - 6		Consumer Decision Making Process	
Week - 7		Midtherm Exam	
Week - 8		Consumer Attitudes	
Week - 9		Consumer Attitudes and Attitude Formation Process	
Week - 10		CULTURE And CONSUMER	
Week - 11		SOCIAL ASPECTS OF CONSUMPTION	
Week - 12		CHANGING CONSUMER IN NEW ERA	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		CONSUMPTION AND BEYOND	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Understanding of consumer behaviour that has an indispensable role in the success of marketing efforts.
2	To equip students, managers, entrepreneurs, marketing consultants and the students, who wants to understand themselves in different consumption settings
3	To analyse consumer behaviour related theories, strategies, and applications

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**