## Course Syllabus

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

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| **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** |