

CONSUMER BEHAVIOR

1	Course Title:	CONSUMER BEHAVIOR
2	Course Code:	ISL2301
3	Type of Course:	Compulsory
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	5
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. MURAT HAKAN ALTINTAŞ
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	E-posta: mhakan@uludag.edu.tr Telefon: 0224 294 1066 Adres: Bursa Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
17	Website:	
18	Objective of the Course:	Examination of consumer behavior in the context of consumer attitudes, emotional/cognitive factors affecting purchasing decision processes, personality traits, and lifestyles.
19	Contribution of the Course to Professional Development:	More effective marketing decisions such as positioning, segmentation, and pricing, and better understanding of the target consumer audience with the help of the analysis of the predecessors and successors of consumer behavior.
20	Learning Outcomes:	
	1	Learning of basic characteristics of consumer psychology.
	2	Understanding of consumption.
	3	Learning the designing process of products in consumers' mind.
	4	Learning the buying and shopping behavior of consumers.
	5	Understanding of managing the segments with behavioral perspectives.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Meaning of consumption.	
2	Decision systems and patterns of consumers	

3	Buying motivation	
4	Perception and consumers	
5	Learning models and memory systems of consumers.	
6	Interaction of personality and product/brands.	
7	The self and product /brands.	
8	Life styles and consumers values.	
9	Attitude changing of consumers	
10	Group and family effects.	
11	Income-social class and age effects	
12	Cultural effect	
13	Consumer behavior models in Internet.	
14	Special issues in consumer behaviors.	

22	Textbooks, References and/or Other Materials:	<p>Michael Solomon, Gary Bamossy and Soren Askegaard, Consumer Behavior A European Perspective, Prentice-Hall.</p> <p>Yavuz Odabaşı ve Gülfıdan Barış, Tüketici Davranışı, MediaCat.</p>
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23	Assesment
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT		
Activities		Number	Duration (hour)	Total Work Load (hour)
Theoretical		14		
Final Exam	1	60.00	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation		14		
Contribution of Term (Year) Learning Activities to	4	40.00	2.00	28.00
Homeworks		0	0.00	0.00
Contribution of Final Exam to Success Grade	6	0.00	0.00	0.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1		
Measurement and Evaluation Techniques Used in the		multiple choice exam	20.00	20.00
Others		1	20.00	20.00
Final Exam		1	40.00	40.00
24 ECTS / WORK LOAD TABLE				
Total Work Load				150.00
Total work load/ 30 hr				5.00
ECTS Credit of the Course				5.00

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ÖK5	0	4	4	4	0	3	0	0	0	4	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							