

# CONSUMER BEHAVIOR

1	Course Title:	CONSUMER BEHAVIOR	
2	Course Code:	IIS3206	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	3	
6	Semester:	6	
7	ECTS Credits Allocated:	4.00	
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:	Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Dr. Öğr. Üyesi F. Eren BÖLÜKTEPE İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 eboluktepe@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	This course is an introduction to different characteristics of consumer behavior. The goal is provide the student with an understanding of the basic theoretical tools employed by researchers in the consumer behaviour analysis.	
19	Contribution of the Course to Professional Development:	Learns the basic theoretical tools used in consumer behavior analysis.	
20	Learning Outcomes:		
		1	By the end of the course, students will be able to: Explain the different consumer behavior models
		2	Articulate the relationships between consumer behavior and marketing strategy.
		3	Analyze the psychological factors affecting consumer behavior
		4	Understanding the role of personality in consumer behavior.
		5	Analyze the social and cultural factors affecting consumer behavior
		6	Apply this knowledge to generate effective marketing strategy
		7	Explain the stages of consumer purchase decision process
		8	Apply the quantitative and qualitative research techniques in consumer behavior.
		9	
		10	
21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	

1	Consumer behavior models in the context of interdisciplinary approaches	
2	Consumers' buying behavior patterns	
3	Consumer behavior and marketing strategy	
4	Psychological factors affecting consumer behavior : learning, motivation and perceptions	
5	Psychological factors affecting consumer behavior: attitudes and feelings	
6	Personal factors affecting consumer behavior : personality traits	
7	Social and cultural factors affecting consumer behavior:	
8	Group influence, reference Groups	
9	Social and cultural factors affecting consumer behavior: income and social class, family decision making	
10	Social and cultural factors affecting consumer behavior: lifestyle analysis and psychographics factors	
11	Social and cultural factors affecting consumer behavior: consumer behavior in different cultures	
12	Postmodern consumer behavior and postmodern tribes	
13	An overview of consumer purchase decision process	
14	Quantitative and qualitative research in consumer behavior	
22	Textbooks, References and/or Other Materials:	Michael, R. Solomon, Consumer Behavior, Prentice Hall, 2003.
23	Assesment	
<b>TERM LEARNING ACTIVITIES</b>		
	<b>NUMBE R</b>	<b>WEIGHT</b>
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		Online multiple-choice/ online written exam/ written exam
24	<b>ECTS / WORK LOAD TABLE</b>	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Others	0	0.00	0.00
Final Exams	1	30.00	30.00
Total Work Load			120.00
Total work load/ 30 hr			4.00
ECTS Credit of the Course			4.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	4	4	1	1	4	1	4	1	1	4	4	4	0	0	0	0
ÖK2	4	5	1	2	4	1	1	2	5	4	4	4	0	0	0	0
ÖK3	4	4	4	1	4	1	1	1	1	5	1	4	0	0	0	0
ÖK4	5	5	1	1	4	1	1	1	1	4	1	4	0	0	0	0
ÖK5	4	4	2	4	4	1	4	1	1	1	5	5	0	0	0	0
ÖK6	5	4	1	5	1	4	5	4	5	5	5	5	0	0	0	0
ÖK7	4	4	4	4	1	5	5	5	1	1	4	5	0	0	0	0
ÖK8	5	4	1	1	1	1	1	5	1	1	1	4	0	0	0	0
<b>LO: Learning Objectives PQ: Program Qualifications</b>																
<b>Contribution Level:</b>	<b>1 very low</b>			<b>2 low</b>			<b>3 Medium</b>			<b>4 High</b>			<b>5 Very High</b>			