

CONSUMER BEHAVIOR

1	Course Title:	CONSUMER BEHAVIOR
2	Course Code:	ISL3305
3	Type of Course:	Optional
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:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü, Görükle, Bursa,mhakan@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Providing information to decision makers about marketing problems and solutions of these problems.
19	Contribution of the Course to Professional Development:	
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:	Michael Solomon, Gary Bamossy and Soren Askegaard, Consumer Behavior A European Perspective, Prentice-Hall. Yavuz Odabaşı ve Gülfıdan Barış, Tüketici Davranışı, MediaCat.
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23	Assesment
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preparation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Online exams	1	20.00	20.00
Others	1	20.00	20.00
Final Exams	1	40.00	40.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

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	5	4	0	0	0	5	0	0	0	5	0	0	0	0
ÖK2	4	4	5	4	0	0	0	5	0	0	0	5	0	0	0	0
ÖK3	3	4	4	4	0	0	0	5	0	0	0	5	0	0	0	0
ÖK4	4	5	5	5	0	0	0	5	0	0	0	5	0	0	0	0

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