

## FOOD CONSUMPTION TRENDS

1	Course Title:	FOOD CONSUMPTION TRENDS
2	Course Code:	TEK4737-S
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	7
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	Non
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç.Dr. ŞULE TURHAN
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. Şule Turhan Uludağ Üniversitesi, Ziraat Fakültesi, Tarım Ekonomisi Bölümü, Görükle Bursa Tel:2242941594 e-mail: sbudak@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Addressing consumer purchase decision-making process is very important in the marketing and consumer behavior. Evaluation of the perspective of food consumption according to product groups, regional and national differences in food consumption study to determine the difference is the purpose of this course. Orientations and diversity in society as a dynamic examination of the situation at the level of consumption is among the targets.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Understand the importance of consumer needs in terms of contemporary marketing practices
	2	Individual and socio-cultural factors that affect consumer decisions to provide information about.
	3	Purchase before, during and after the assessment to gain proficiency in consumer behavior
	4	Relationship with the discipline of consumer behavior, marketing strategies, explain in detail the establishment and the general model of consumer behavior
	5	Learning differences in food consumption
	6	Learning of the global economic crisis impact consumer behavior
	7	To learn new trends, the demand for goods produced by

		8	To learn how consumer behavior affects global market changes	
		9		
		10		
21	Course Content:			
	Course Content:			
Week	Theoretical	Practice		
1	Consumer markets and consumer behavior in terms of macro and micro marketing			
2	Global consumer markets			
3	Interdisciplinary approach to consumer behavior			
4	Food industry and consumer behavior model and the situation			
5	Learning, motivation and marketing practices			
6	Food industry perception, attitudes and marketing practices			
7	MIDTERM EXAM			
Activites		Number	Duration (hour)	Total Work Load (hour)
8	Personality structure and marketing practices	14	2.00	28.00
Practicals/Labs		0	0.00	0.00
10	Self study and preparation	12	3.00	36.00
Homeworks		1	10.00	10.00
11	Groups, reference groups, family, and marketing practices	1	14.00	14.00
Field Studies		0	0.00	0.00
Midterm exams		1	1.00	1.00
Others		0	0.00	0.00
13	Final Exams	1	1.00	1.00
Total Work Load				91.00
14	Purchase the food industry before, during and after the consumer behavior			3.00
ECTS Credit of the Course				3.00
22	Textbooks, References and/or Other Materials:	Babaoğlu M., A. Şener, 2010,Tüketici yazıları, Hacettepe Üniversitesi Tüketici Pazar Araştırma Dayanışma Test ve Eğitim Merkezi, Ankara. Yavuz, O., 1996, Tüketici Davranışı ve Pazarlama Stratejisi, Açıköğretim Fakültesi Yayınları, Eskişehir. Mucuk İ., 1990, Pazarlama İlkeleri, Ders Yayınları, No:39, İstanbul Kotler, P., 1980, Marketing Management: Analysis, Planning and Control, Prentice Hall, Inc; Englewood Clit: N.j.,. Baskı		
23	Assesment			
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT	
Midterm Exam		1	40.00	

