

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Consumer Behavior / Consumer Behavior	
Ders Kodu / Course Code	EISL505	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Master without Thesis / Master without Thesis	
Ders Akts Kredi / ECTS	6.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	1	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language	English / English	
Ön Koşulu Olan Ders(ler) / Precondition Courses	none	None
Amacı / Purpose	The aim of this course is to provide students with the necessary foundation of concepts and theories to understand consumer behavior, examine the factors influencing consumer purchasing decisions, and enable them to evaluate marketing strategies from a consumer behavior perspective.	The aim of this course is to provide students with the necessary foundation of concepts and theories to understand consumer behavior, examine the factors influencing consumer purchasing decisions, and enable them to evaluate marketing strategies from a consumer behavior perspective.
İçeriği / Content	The aim of this course is to provide students with the necessary foundation of concepts and theories to understand consumer behavior, examine the factors influencing consumer purchasing decisions, and enable them to evaluate marketing strategies from a consumer behavior perspective.	The aim of this course is to provide students with the necessary foundation of concepts and theories to understand consumer behavior, examine the factors influencing consumer purchasing decisions, and enable them to evaluate marketing strategies from a consumer behavior perspective.
Önerilen Diğer Hususlar / Recommended Other Considerations	none	none
Staj Durumu / Internship Status	none	None
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading	Schiffman, L.G., & Kanuk, L.L. (2019). Consumer Behavior, 12th Edition. Pearson. Solomon, M.R. (2019). Consumer Behavior: Buying, Having, and Being, 12th Edition. Cengage Learning.	Schiffman, L.G., & Kanuk, L.L. (2019). Consumer Behavior, 12th Edition. Pearson. Solomon, M.R. (2019). Consumer Behavior: Buying, Having, and Being, 12th Edition. Cengage Learning.
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)		

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	Understand the basic concepts and theories of consumer behaviour.	Understand the basic concepts and theories of consumer behaviour.
2	Develop the ability to analyze and understand the consumer purchase decision process.	Develop the ability to analyze and understand the consumer purchase decision process.
3	Examine and evaluate consumer motivation, attitudes, and behaviours.	Examine and evaluate consumer motivation, attitudes, and behaviours.
4	Analyze the impact of marketing strategies on consumer behaviour.	Analyze the impact of marketing strategies on consumer behaviour.
5	Understand and apply cultural, social, and psychological factors in consumer behaviour.	Understand and apply cultural, social, and psychological factors in consumer behaviour.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Introduction to Consumer Behavior				
	Introduction to Consumer Behavior				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Basic Processes of Consumer Behavior				
	Basic Processes of Consumer Behavior				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Influence of Individual Factors on Consumer Behavior				
	Influence of Individual Factors on Consumer Behavior				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Influence of Individual Factors on Consumer Behavior				
	Influence of Individual Factors on Consumer Behavior				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Influence of Group Factors on Consumer Behavior				
	Influence of Group Factors on Consumer Behavior				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Consumer Motivation and Needs				
	Consumer Motivation and Needs				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Consumer Decision Process and Buying Behavior				
	Consumer Decision Process and Buying Behavior				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Consumer Loyalty and Brand Preference				
	Consumer Loyalty and Brand Preference				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Culture and Consumer Behavior				
	Culture and Consumer Behavior				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Social Class and Consumer Behavior				
	Social Class and Consumer Behavior				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Advertising and Consumer Behavior				
	Advertising and Consumer Behavior				

12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Consumer Experience and Brand Image				
	Consumer Experience and Brand Image				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Digital Marketing and Online Consumer Behavior				
	Digital Marketing and Online Consumer Behavior				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Sustainable Consumption and Ethical Consumer Behavior				
	Sustainable Consumption and Ethical Consumer Behavior				
15	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Final Exam				
	Final Exam				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	100
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	1.00	1.00
Ara Sınav İçin Bireysel Çalışma / Individual Study for Mid term Examination	1	72.00	72.00
Final Sınavı / Final Examination	1	1.00	1.00
Final Sınavı için Bireysel Çalışma / Individual Study for Final Examination	1	76.00	76.00
Toplam / Total:	4	150.00	150.00
Dersin AKTS Kredisi = Toplam İş Yüğü (Saat) / 25.00 (Saat/AKTS) = 150.00/25.00 = 6.00 ~ 6.00 / Course ECTS Credit = Total Workload (Hour) / 25.00 (Hour / ECTS) = 150.00 / 25.00 = 6.00 ~ 6.00			

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes														
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14	1.1.15
1.Understand the basic concepts and theories of consumer behaviour. / Understand the basic concepts and theories of consumer behaviour.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2.Develop the ability to analyze and understand the consumer purchase decision process. / Develop the ability to analyze and understand the consumer purchase decision process.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3.Examine and evaluate consumer motivation, attitudes, and behaviours. / Examine and evaluate consumer motivation, attitudes, and behaviours.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4.Analyze the impact of marketing strategies on consumer behaviour. / Analyze the impact of marketing strategies on consumer behaviour.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5.Understand and apply cultural, social, and psychological factors in consumer behaviour. / Understand and apply cultural, social, and psychological factors in consumer behaviour.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high