

COURSE RECORD

Code	BA 344
Name	Consumer Behavior
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course provides an in-depth exploration of the psychological and sociocultural factors that shape consumer behavior. It examines key concepts such as perception, motivation, identity, and decision-making within the context of consumption. Students will investigate how consumers evaluate products and services and how these behaviors influence and reflect societal trends. Through applied analysis, students will learn to segment markets, identify target audiences, and evaluate the strategic value of consumer insights for business performance.
Objectives	Developing a foundational understanding of consumer behavior concepts and theories. Exploring psychological drivers of consumer decision-making. Analyzing individual and societal impacts of consumption patterns. Applying consumer insights to inform strategic business decisions.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain core concepts and research approaches in consumer behavior. LO2. Define major theories in consumer psychology and their application to marketing. LO3. Analyze the consumer decision-making process in various contexts. LO4. Evaluate the ethical and social implications of consumer actions. LO5. Apply segmentation techniques to identify and target specific consumer segments.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	3	1	0	1	2	2	1	2	2
L02	4	3	1	0	1	2	2	1	2	2
L03	3	5	2	1	1	2	3	2	2	3
L04	3	3	3	1	2	3	5	1	5	3
L05	4	4	2	1	2	3	3	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	IL01	IL02	IL03	IL04	IL05	IL06	IL07
L01	5	3	2	2	2	3	2
L02	5	3	2	2	2	3	2
L03	4	4	3	2	3	3	3
L04	3	4	5	3	3	3	5
L05	4	4	3	2	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Introduction to Consumer Behavior	L01, L02, L03
Consumer Behavior and Technology	L01, L02, L03
Market Segmentation and Real-Time Bidding	L01, L05

Consumer Motivation and Personality	L02, L03
Consumer Perception and Positioning	L02, L03
Consumer Learning and Memory	L02, L03
Consumer Attitude Formation and Change	L03, L04, L05
Persuading Consumers	L03
From Print and Broadcast to social media and Mobile Advertising	L04, L05
Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth	L03, L04, L05
The Family and Its Social Standing	
Cultural Values and Consumer Behavior	L03, L04, L05

DERS BİLGİLERİ

Kodu	BA 344
İsmi	Tüketici Davranışı
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, tüketici davranışlarını şekillendiren psikolojik ve sosyokültürel faktörleri derinlemesine incelemektedir. Algı, motivasyon, kimlik ve karar verme gibi temel kavramlar tüketim bağlamında ele alınır. Öğrenciler, tüketicilerin ürünleri nasıl değerlendirdiğini analiz ederken, bu davranışların toplumsal eğilimlerle nasıl etkileşim içinde olduğunu da değerlendireceklerdir. Uygulamalı analizlerle, pazar bölümlendirme, hedef kitle belirleme ve tüketici içgörülerinin iş stratejilerine katkısı konularında beceriler kazanacaklardır.