

COURSE RECORD

Code	BA 344
Name	Consumer Behaviour
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	The course aims to introduce consumer behaviour that includes understanding what leads to the individual purchase decisions that are so important to business profitability, and to personal prosperity. To understand individual purchases, basic psychological processes (such as memory, identity, motivation) will be discussed. In this course, also fundamental theories and concepts in consumer psychology will be introduced to enhance the understanding of how and why people choose, use, and evaluate goods and services the way they do.
Objectives	<ol style="list-style-type: none"> 1. Understanding the consumer behaviour concepts, research methodologies and applications, 2. Understanding fundamental theories in consumer psychology 3. Analyze the consumer decision-making process. 4. Understand the implications consumer behavior on society
Learning Outcomes	<p><i>By the end of the course, the student will be able to,</i></p> <p>L01: Explain the consumer behaviour concepts, research methodologies and applications, L02: Demonstrate knowledge about fundamental theories in consumer psychology L03: analyze the consumer decision-making process. L04: Demonstrate knowledge about the implications of consumer behaviour on society L05: Demonstrate knowledge about how to segment markets and reach target markets</p>

CONTRIBUTION TO PROGRAMME OUTCOMES*

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

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Introduction to Consumer Behaviour	L01, L02, L03, L04, L05, L06
2	Consumer Behavior and Technology	L01, L02, L03, L04
3	Market Segmentation and Real-Time Bidding	L01, L05
4	Consumer Motivation and Personality	L02, L03
5	Consumer Perception and Positioning	L02, L03
6	Midterm exam	
7	LFW	L01, L02, L03, L04, L05
8	Consumer Learning and Memory	L02, L03
9	Consumer Attitude Formation and Change	L03, L04, L05
10	Persuading Consumers	L03
11	From Print and Broadcast to social media and Mobile Advertising	L04, L05
12	Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth The Family and Its Social Standing	L03, L04, L05
13	Cultural Values and Consumer Behavior	L03, L04, L05
14	Final Exam	

DERS BİLGİLERİ

Kodu	BA 344
İsmi	Tüketici Davranışı
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	Yok
İçerik	Bu ders, işletme karlılığı ve kişisel refah için önemli olan bireysel satın alma kararlarına neyin neden olduğunu anlamayı içeren tüketici davranışlarını tanımlamasını amaçlar. Bireysel satın almaları anlamak için ana psikolojik süreçler (hafıza, kimlik, motivasyon gibi) ders kapsamında tartışılacaktır. Ayrıca, insanların ürün ve hizmetleri seçerken, kullanırken ve değerlendirirken nasıl ve neden seçim yaptıklarını anlamak için tüketici psikolojisindeki temel teori ve kavramlar tanıtılacaktır.