

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
International Trading And Logistics (English)

Course Information

CONSUMER BEHAVIOUR					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN348	Spring	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	Dr. Aslihan YAVUZALP MARANGOZ
Mode of Delivery	Face to Face
Suggested Subject	-
Professional practise (internship)	None
Objectives of the Course	To explain the basic consumer behavior issues with the actual cases.
Contents of the Course	consumer concept, consumer behavior, affecting factors, buying process, decision types.

Learning Outcomes of Course

#	Learning Outcomes
1	Identifies consumer behavior concepts
2	Analyzes the effecting factors of consumer behavior
3	Evaluates market research findings
4	Segments the market

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Consumer behavior concept, definiton, introduction.	Lecture
2	Models of Consumer Behavior	Lecture
3	Culture- sub culture	Lecture
4	Social class, reference groups	Lecture
5	Family as a consumption unit	Lecture
6	Motivation	Lecture
7	Perception	Lecture
8	Review and Mid-term exam	Interactive
9	Learning	Lecture
10	Personality, Attitudes	Lecture
11	Consumer decision types	Lecture
12	Personal factors	Lecture
13	Presentations	Interactive
14	Presentations	Interactive

15	Presentations	Interactive
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Consumer Behavior, Solomon		
2	Consumer Behavior, Schiffman, Kanuk		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Identifies consumer behavior concepts	13	1,2
2	Analyzes the effecting factors of consumer behavior	9	1,2
3	Evaluates market research findings	12	1,2
4	Segments the market	11,12	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	5	70
3	Presentation and Seminar Preparation	1	10	10
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	8	8
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	10	10
16	Final Exam	1	2	2
				150