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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Consumer behavior** |  | 2 | 3+0 | 3 | 4 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | To enable the student to comprehend consumer behavior from a marketer's point of view. It is aimed to understand how the decision-making processes of consumers, the internal and external factors that affect this process and their behavior will differ, and how these differences will affect the marketing strategies of the companies. |
| Course Learning Outcomes | At the end of this course, the student;1.Analyzes how consumers/organizational buyers, the target audience of businesses, behave.2.Defines consumer behavior models and factors affecting consumer purchasing decision process.3. It uses the information obtained by analyzing consumer behavior to select the target market for the goods and services it offers/will offer, to segment the market and to position it in the market.4. Interprets the development and processing processes of consumers' perception, memory, learning, motivation, personality, lifestyle, values and attitudes. |
| Course Content | Psychological basis of consumer behavior, sociological basis of consumer behavior, economic basis of consumer behavior |
| **Weeks** | **Topics** |
| one | Consumer to their behavior Login |
| 2 | Consumer of your behavior in marketing importance |
| 3 | needs and Consumption |
| 4 | Consumer Purchasing Decision Process |
| 5 | Consumer behavior General model and Other Models |
| 6 | Consumer your behavior Affecting Demographic Factors |
| 7 |  Consumer your behavior Affecting Psychological Elements : Motivation and Attitudes |
| 8 | Consumer your behavior Affecting Psychological Elements : Perception , Learning and I'm interested |
| 9 | Consumer your behavior Affecting Psychological Elements : Personality and Ego |
| 10 | Consumer your behavior Affecting Socio-cultural Elements : Values and Life format |
| 11th | Consumer your behavior Affecting Socio-cultural Elements : Reference groups and Family  |
| 12 | Consumer your behavior Affecting Socio-cultural Elements : Culture and Social Classes |
| 13 | consumer your behavior Affecting situational Elements : Physical and Social Environment , Time , Emotional and Financial Status |
| 14 | Organizational purchasing behavior |
| 15 | General Again |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Odabaşı, Y. and Barış, G. (2016). *consumer behavior* . Media Cat , Istanbul. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | - | - |
| **LO2** | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | - | - |
| **LO3** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | - | - |
| **LO4** | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | - | - |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Consumer behavior | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | - | - |

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