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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Tüketici Davranışları** | |  | 2 | 3+0 | 3 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencinin, tüketici davranışlarını pazarlamacı bakış açısıyla kavramasını sağlamaktır. Tüketicilerin karar verme süreçlerinin, bu süreci ve davranışlarını etkileyen içsel ve dışsal faktörlerin nasıl farklılaşacağının ve bu farklılıkların firmaların pazarlama stratejilerini nasıl etkileyeceğinin anlaşılması hedeflenmektedir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.İşletmelerin hedef kitlesi olan tüketicilerin/örgütsel alıcıların nasıl davrandığını analiz eder.  2.Tüketici davranış modellerini ve tüketici satın alma karar sürecini etkileyen faktörleri tanımlar.  3.Tüketici davranışlarını analiz ederek elde ettiği bilgiyi sunduğu/sunacağı mal ve hizmetler için hedef pazarı seçmek, pazarı bölümlendirmek ve pazarda konumlandırmak için kullanır.  4.Tüketicilerin algı, hafıza, öğrenme, motivasyon, kişilik, yaşam biçimi, değer ve tutumlarının gelişme ve işleme süreçlerini yorumlar. | | | | | | | Dersin İçeriği | Tüketci davranışlarının psikolojik temelleri, tüketici davranışlarının sosyolojik temelleri, tüketci davranışlarının ekonomik temelleri | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Tüketici Davranışlarına Giriş | | | | | | | 2 | Tüketici Davranışının Pazarlamadaki Önemi | | | | | | | 3 | İhtiyaçlar ve Tüketim | | | | | | | 4 | Tüketici Satın Alma Karar Süreci | | | | | | | 5 | Tüketici Davranışı Genel Modeli ve Diğer Modeller | | | | | | | 6 | Tüketici Davranışını Etkileyen Demografik Etkenler | | | | | | | 7 | Tüketici Davranışını Etkileyen Psikolojik Unsurlar: Motivasyon ve Tutumlar | | | | | | | 8 | Tüketici Davranışını Etkileyen Psikolojik Unsurlar: Algılama, Öğrenme ve İlgilenim | | | | | | | 9 | Tüketici Davranışını Etkileyen Psikolojik Unsurlar: Kişilik ve Benlik | | | | | | | 10 | Tüketici Davranışını Etkileyen Sosyo-Kültürel Unsurlar: Değerler ve Yaşam Biçimi | | | | | | | 11 | Tüketici Davranışını Etkileyen Sosyo-Kültürel Unsurlar: Referans Grupları ve Aile | | | | | | | 12 | Tüketici Davranışını Etkileyen Sosyo-Kültürel Unsurlar: Kültür ve Sosyal Sınıflar | | | | | | | 13 | üketici Davranışını Etkileyen Durumsal Unsurlar: Fiziksel ve Sosyal Çevre, Zaman, Duygusal ve Finansal Durum | | | | | | | 14 | Örgütsel satın alma davranışı | | | | | | | 15 | Genel Tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Odabaşı, Y. ve Barış, G. (2016). *Tüketici davranışı*. Media Cat, İstanbul. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 4 | | 4 | 3 | | 4 | 3 | | 4 | 4 | | 2 | 4 | | - | - | | **ÖÇ2** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 4 | | - | - | | **ÖÇ3** | 4 | | 4 | 4 | | 4 | 4 | | 4 | 4 | | 2 | 4 | | - | - | | **ÖÇ4** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 4 | | - | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Tüketici Davranışları | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | - | - | |