

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: BUSINESS ADMINISTRATION			
Course Title: CONSUMER BEHAVIOR		Course Org. Title: CONSUMER BEHAVIOR	
Course Level: Bachelor's Degree		Course Code: MRK 4111	
Language of Instruction: English		Form Submitting/Renewal Date 21/09/2020	
Weekly Course Hours: 3		Course Coordinator: DR.ÖĞR.ÜYESİ SUMEYRA DUMAN	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
BUSINESS ADMINISTRATION	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Instructor/s:

DR.ÖĞR.ÜYESİ SUMEYRA

Wire:+90(232) 453 50 60

Fax:+90(232) 453 50 62

Access:www.deu.edu.tr

AddressD.E.Ü. Kaynaklar Yerleşkesi 35160 Buca / İZMİR

E-mail: isletme@deu.edu.tr



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Course Objective:

It is aimed to provide students a thorough understanding of consumer behavior and why it is important to learn consumer behavior as a marketing manager. The study of consumer behavior is intended to acquaint students with what it means to be a consumer and what students need to know to understand the role of meeting consumers' needs in the development of marketing strategies.

Learning Outcomes:

- 1 Demonstrate an understanding of the theories and concepts of buyer behavior in order to be able to interpret the reasons of consumer behavior.
- 2 Recognize consumer behavior with the purpose of understanding what consumers do in the real world and to get more information about Turkish consumers and behavior.
- 3 Interpret consumer behavior cases in order to integrate theories and concepts to real applications.
- 4 Improve oral and written communication skills through class discussions and presentations.
- 5 Be aware of their responsibilities and actualize the requirements of the course.

Learning and Teaching Strategies:

1. Lecture
2. Group Work
3. Presentations
4. Class Discussions
5. Field Study

Assessment Methods:

Name	Code	Calculation formula
------	------	---------------------

Further Notes about Assessment Methods:

Assignment (60 %) = The four assignments during the semester are worth 10 % each, the final assignment due last week of the semester is worth 20 %. The assignments that are not presented will not be graded.

Term project (40 %) = Students will individually prepare a written report which will include topics covered throughout the semester. No presentation.



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Assessment Criteria:

1. Late submissions of reports and assignments that were not presented will not be graded.

Textbook(s)/References/Materials:

Solomon, Michael R. (2018). Consumer Behavior: Buying, Having, and Being. 12th Edition, New Jersey: Pearson Prentice Hall.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Students are expected to participate actively in class discussions.
4. Students are expected to attend to classes on time.
5. Students must obey the time limits of their presentation.

Contact Details for the Instructor:

Assistant Professor Sumeyra Duman
Office: 131/B, e-mail: sumeyra.duman@deu.edu.tr

Office Hours:

Course Outline:

Week	Topics:	Notes:
1	INTRODUCTION	
2	CHAPTER 1: Buying, Having and Being: An Introduction to Consumer Behavior CHAPTER 2: Consumer and Social Well-Being	
3	Chapter 9: Decision Making	



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

4	ASSIGNMENT-1
5	CHAPTER 10: Buying, Using and Disposing
6	ASSIGNMENT-2
7	CHAPTER 11: Groups and Social Media
8	ASSIGNMENT-3
9	CHAPTER 13: Subcultures CHAPTER 14: Culture
10	ASSIGNMENT-4
11	Field Study Presentations
12	Field Study Presentations



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	6	3	18
Tutorials	6	3	18

Exams

Project Assignment	1	1,5	2
--------------------	---	-----	---

Out of Class activities

Project Preparation	1	24	24
Preparing Group Assignments (Term Projects etc.)	5	10	50
Preparing Presentations	5	5	25
Total Work Load (hour)			137
ECTS Credits of the Course= Total Work Load (hour) / 25			5