

**Course Profile**  
**Department of Management / Management Program**

Course Number : <b>MAN481</b>	Course Title : <b>Consumer Behavior</b>
Required / Elective : <b>Elective</b>	Pre / Co-requisites (preferred) : MAN341
Catalog Description: This course examines the actions of consumers and explores the reasons why consumers behave the way they do with regard to their buying decisions. Consumer background characteristics and behavioral processes are discussed.	Textbook / Required Material :  <i>Consumer Behavior</i> . 8th Edition, Michael R. Solomon, 2008, Prentice-Hall.
Course Structure / Schedule : <b>(3+0+0) 3 / 6 ECTS</b>	
<p>Extended Description :</p> <p>Consumers are defined as purchasers of products or services for personal or family non-business use. The primary objective of this course is to give you a basic understanding of human behavior as it relates to consumer buying. In order to accomplish this objective, the course is cross-functional in its approach, drawing on other disciplines such as sociology, social psychology, psychology, and economics, among others. The decision process of buyers, factors affecting purchasing decisions, and customer satisfaction are major conceptual areas of the course. In addition, appropriate marketing strategies are explored.</p>	
Design content : None	Computer usage: for Lecture and Student Presentations
<p>Course Outcomes:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop a fundamental understanding of consumer behavior (motivation, personality, perception, learning, and attitude). [9, 13]</li> <li>2. Understand diversity in the marketplace. [9, 14]</li> <li>3. Understand the social and cultural dimensions of consumer behavior. [9, 13]</li> <li>4. Understand the concepts of market segmentation, targeting, and positioning. [9, 11, 13]</li> <li>5. Examine the consumer decision-making processes. [9, 11]</li> <li>6. Explain the relationship between marketing strategy and consumer behavior. [1, 2, 9, 11]</li> <li>7. Understand <i>behavioral</i> processes used by consumers in the purchase process. [9, 11, 13]</li> <li>8. Think both critically and creatively ( in-class exercises, case discussions). [1, 2, 3, 9, 13]</li> <li>9. Communicate effectively through both their written skills in class projects and their oral skills in class participation and project presentations. [3, 4]</li> </ol>	
<p>Recommended reading:</p> <p>Various Assigned Consumer Behavior Cases.</p>	
Teaching methods:	

Case Discussions, Lectures, Presentations.			
Assessment methods:			
2 Midterms: % 50			
Pop Quizzes: %20			
Final Examination: % 30			
Student Workload/ECTS (European Credit Transfer System) Tableau:			
Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	15	3	45
Lectures	15	3	45
Midterm	2	15	30
Pop Quizzes	5	3	15
Final	1	15	15
TOTAL: 150 hours / 25 = 6 ECTS			
Weekly Subjects and Related Preparation Studies			
Week	Subject	Related Preparation	
1	Introduction to Consumer Behavior	Consumer Behavior, Michael Solomon. Pearson	
2	Learning	Consumer Behavior, Michael Solomon. Pearson	
3	Motivation and Values	Consumer Behavior, Michael Solomon. Pearson	
4	Attitudes and Attitude Change	Consumer Behavior, Michael Solomon. Pearson	
5	The Self	Consumer Behavior, Michael Solomon. Pearson	
6	Buying and Disposing	Consumer Behavior, Michael Solomon. Pearson	
7	Individual Decision Making	Consumer Behavior, Michael Solomon. Pearson	
8	Houshold and Organizational Buying	Consumer Behavior, Michael Solomon. Pearson	
9	Group Influence	Consumer Behavior, Michael Solomon. Pearson	
10	Cultural Influences	Consumer Behavior, Michael Solomon. Pearson	
11	Subcultures: Age	Consumer Behavior, Michael Solomon. Pearson	
12	Subcultures: Ethnicity	Consumer Behavior, Michael Solomon. Pearson	

13	Global Culture I	Consumer	Consumer Behavior, Michael Solomon. Pearson				
14	Global Culture II	Consumer	Consumer Behavior, Michael Solomon. Pearson				
The Relationship Between Course Learning Outcomes and Program Qualifications							
	Program Qualifications / Outcomes		Level of Contribution				
1			2	3	4	5	
1	Comprehend how to plan, organize, lead and control within an organizational setting		X				
2	Integrate the theories with the real life functions.					X	
3	Communicate and present ideas effectively in verbal and written.					X	
4	Participate in a team work effectively and increase the dynamics of the team.					X	
5	Use computer-based technology and related packaged software.				X		
6	Consider the principal laws that provide the legal framework for business.		X				
7	Hold a basic knowledge about accounting methods and their applications in business world.		X				
8	Apply financial analysis techniques within a business environment.			X			
9	Identify the functions of marketing and their applications to business.						X
10	Utilize basic quantitative analysis and their applications in the business world.			X			
11	Apply basic principles of business processes and project management techniques.				X		
12	Utilize the skills and techniques of data collection for problem solving and decision making.			X			
13	Achieve an interdisciplinary point of view.						X
14	Have the consciousness of business ethics and social responsibility issues.						X
Prepared by : Assist. Prof. Dr. Mısra Gül			Revision Date : 06/2013				