

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details					
Code				Academic Year	Semester
BM004				1	Elective
Title	T	A	L	ECTS	
Consumer Behavior	3	0	0	6	
Language	English				
Level	Undergraduate		Graduate	X	Postgraduate
Department / Program	Business Management				
Forms of Teaching and Learning	Face to face				
Course Type	Compulsory		Elective	X	
Objectives	To provide basic information about the main topics in consumer behavior research, to examine theoretical models, to apply the information obtained through practical examples.				
Content	<ul style="list-style-type: none"> - Classifications and models about consumer behavior - Subtitles of consumer behavior which are related to marketing: Decisions and benefits, information and experience, needs, motives, attitudes, image, norms, habits and style, involvement - Consumer Behavior and Marketing Strategies - Consumer Behavior and Marketing Tools 				
Prerequisites	-				
Coordinator	Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU				
Lecturer(s)	-				
Assistant(s)	-				
Work Placement	-				
Recommended or Required Reading					
Books / Lecture Notes	Kroeber-Riel, W./ Gröppel-Klein, A.: Konsumentenverhalten, 10. Aufl., München 2013.				
Other Sources	<ul style="list-style-type: none"> - Avery, J. et al.: Consumer Behavior, 2nd ed., Cincinnati 2008. Balderjahn, I.: Nachhaltiges - Management und Konsumentenverhalten, München 2013. - Blackwell, R.D./Miniard, P.W./Engel, J.F.: Consumer Behavior, 10th ed., 2006. - Foscht, Th./Swoboda, B.: Käuferverhalten, 4. Aufl., Wiesbaden 2011. - Hawkins, D.I./Best, R.J./Coney, K.A.: Consumer Behavior, 9th ed., Boston 2004. - Kroeber-Riel, W./Weinberg, P./Gröppel-Klein, A.: Konsumentenverhalten, 9. Aufl., München 2009. - Kuß, A./Tomczak, Th.: Käuferverhalten, 4. Aufl., Stuttgart 2007. Meffert, H./Burmans, Ch./Becker, Ch.: Internationales - Marketing-Management, 4. Aufl., Stuttgart 2010. Peter, J.P./Olson, J. C.: Consumer Behavior and Marketing Strategy, 6th ed., Boston et al. 2001. - Peter, J. P.; Olson, J. C.; Grunert, K. G.: Consumer Behaviour and Marketing Strategy, European Edition, London u.a. 1998. - Sheth, J.N./Mittal, B.: Customer Behavior, 2nd, 2004. - Solomon, M.R.: Consumer Behavior, 8th ed., New Jersey 2009. Trommsdorff, 				

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V./Teichert, Th.: Konsumentenverhalten, 8. Aufl., Stuttgart 2011.

Additional Course Material

Documents	-
Assignments	-
Exams	-

Course Composition

Mathematics und Basic Sciences		%
Engineering		%
Engineering Design		%
Social Sciences		25%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge		75%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz		
Assignments		
Attendance		
Recitations		
Projects		
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48

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Total Work Load											180		
ECTS Points (Total Work Load / Hour)											6		
Learning Outcomes													
1	Students are able to construct the connection between consumer behavior and marketing. They can make decisions about consumer behavior with the help of psychology.												
2	Students can develop different approaches about consumer behavior, gain the ability to understand individual psychological structures that explains consumer behavior. They can also apply components of consumer behavior (marketing strategies).												
Weekly Content													
1	Basics of consumer behavior (models and paradigms): Research areas of consumer behavior, consumer preferences, benefits to consumers, information.												
2	Consumer decisions												
3	Consumer benefits, consumer knowledge												
4	Consumer benefits, consumer knowledge												
5	Exercises on consumer benefits and consumer knowledge												
6	Exercises on consumer decisions												
7	Subareas of consumer behavior: learning, consumption needs and motives												
8	Subareas of consumer behavior: consumption attitudes and images, consumption norms, consumption habits and styles, consumption growth												
9	Midterm Exam												
10	Exercises on consumer relations												
11	Consumption norms, consumption habits and styles												
12	Consumer behavior and marketing strategies: market and benefit segmentation, intercultural and sustainable marketing												
13	Consumer behavior and marketing instruments: consumer behavior and product policy, consumer behavior and communication, consumer behavior and pricing policy, consumer behavior and business design												
14	Consumer behavior and marketing tools												
15	Exercises on consumption norms, consumption habits and styles, marketing strategies, consumer behavior and marketing tools												
Contribution of Learning Outcomes to Program Objectives (1-5)													
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	4	3	5	5	3	3	4	5	3	4	3	3	3
2	4	3	5	5	3	3	4	5	3	4	3	3	3
Contribution Level		1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High											
Compiled by:		Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU (Head of Sub-Department Production Management and Marketing Department)											
Date of Compilation:		04.06.2020											