

GCM130 - CONSUMER BEHAVIOR - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Büro Hizmetleri ve Sekreterlik Bölümü
General Info

Objectives of the Course

It is aimed to explain the various components of consumer behavior and evaluate them in order to develop marketing practices in non-profit and / or non-profit organizations.

Course Contents

Interpret the processes of development and processing of perception, memory, learning, motivation, personality, lifestyle, values and attitudes of consumers.

Recommended or Required Reading

İSLAMOĞLU, Ahmet Hamdi, Tüketici Davranışları, Beta Basım Yayım, İstanbul, 2018.

Planned Learning Activities and Teaching Methods

Subject explanation and discussion.

Recommended Optional Programme Components

Doping weekly homework and practices.

Instructor's Assistants

Öğr. Gör. Dr. Züleyha GÖKÇE IŞIKHAN

Presentation Of Course

Slides and interactive narration.

Dersi Veren Öğretim Elemanları

Inst. Dr. Züleyha Gökçe Işıkhan

Program Outcomes

1. Explains the socio-cultural, psychological and economic factors that shape consumer behavior.
2. It evaluates the interests, tastes, needs and desires of consumers, which vary according to their different characteristics. It explains the relationship between consumer behavior and different disciplines.
3. It interprets the development and processing processes of consumers' perception, memory, learning, motivation, personality, lifestyle, values and attitudes. It evaluates the consumer purchasing process.
4. Explain the differences between consumer buying behavior and organizational users' buying behavior.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (1–20)	Interactive presentation and narration supported by slides.	Introduction to consumer behavior, consumer behavior marketing relationship, consumer behavior models	
2	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (21–40)	Interactive presentation and narration supported by slides.	Fundamentals of marketing	
3	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (41–60)	Interactive presentation and narration supported by slides.	Perception	
4	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (61–80)	Interactive presentation and narration supported by slides.	Learning and memory	
5	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (81–100)	Interactive presentation and narration supported by slides.	Motivation and engagement	
6	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (101–120)	Interactive presentation and narration supported by slides.	Attitudes	
7	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (121–140)	Interactive presentation and narration supported by slides.	Self and personality	
8			Midterm exam	
9	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (141–160)	Interactive presentation and narration supported by slides.	Values, lifestyles and culture	
10	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (161–180)	Interactive presentation and narration supported by slides.	Reference groups, family, and gender	
11	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (181–200)	Interactive presentation and narration supported by slides.	Purchasing decision process	
12	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (201–220)	Interactive presentation and narration supported by slides.	Marketing communications and persuasion techniques	
13	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (221–240)	Interactive presentation and narration supported by slides.	Ethics and social responsibility in consumer behavior	
14	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (241–260)	Interactive presentation and narration supported by slides.	Digital consumer behavior	
15	Koç, E. (2021). Tüketici davranışı ve pazarlama stratejileri: Global ve yerel yaklaşım (10. bs.). Seçkin Yayıncılık. (261–280)	Interactive presentation and narration supported by slides.	General evaluation and case studies	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	3,00
Ödev	14	3,00
Ders Öncesi Bireysel Çalışma	14	2,00
Ara Sınav Hazırlık	5	3,00
Vize	1	1,00
Final Sınavı Hazırlık	7	3,00
Final	1	1,00

Assesments

Activities	Weight (%)
Vize	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19
L.O. 1	1		5						1				1						
L.O. 2		2			3	5		2			2					1	4		
L.O. 3			3	4						1		3		2					
L.O. 4					2		4								4			3	

Table :

- P.O. 1 : Call Center Services have information about the basic level in the field.
- P.O. 2 : Decision, implementation, and their behavior has the ability to use information acquired in the field of Call Center Services.
- P.O. 3 : Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- P.O. 4 : Students perform assigned duties and responsibilities.
- P.O. 5 : Students take responsibility for unforeseen problems encountered in practice or as a team member .
- P.O. 6 : Critically evaluates the acquired knowledge and skills.
- P.O. 7 : Shows the need for continuity of learning and understanding.
- P.O. 8 : Programs for the learning needs are open for accession.
- P.O. 9 : Call Center Services related to the field at the level of acquired knowledge and skills transfers in written and oral opinions and proposals relevant .
- P.O. 10 : Likely to help his colleagues.
- P.O. 11 : Call Center Services field required by the European Computer User License Key Level at least in conjunction with computer software uses information and communication technologies.
- P.O. 12 : Knows Atatürk's principles and interests, and have them.
- P.O. 13 : Communicate effectively in oral and written Turkish.
- P.O. 14 : Using The European Language Portfolio A2 Level General English in the field of call center services follows information.
- P.O. 15 : Organization / the Authority, labor and act in accordance with social ethics.
- P.O. 16 : The universality of social benefits, social justice, quality and cultural values ??and environmental protection, occupational health and safety issues has enough conscious.
- P.O. 17 : Open to change and innovation.
- P.O. 18 : Know the basic mathematical terms and use in problem-solving.
- P.O. 19 : Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- L.O. 1 : Explains the socio-cultural, psychological and economic factors that shape consumer behavior.
- L.O. 2 : It evaluates the interests, tastes, needs and desires of consumers, which vary according to their different characteristics. It explains the relationship between consumer behavior and different disciplines.
- L.O. 3 : It interprets the development and processing processes of consumers' perception, memory, learning, motivation, personality, lifestyle, values and attitudes. It evaluates the consumer purchasing process.
- L.O. 4 : Explain the differences between consumer buying behavior and organizational users' buying behavior.