

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS435	Consumer Behavior	Elective	5	-	10.09.2025
Instructor of the Course & E-Mail Address	Mustafa Ünsalan, Ph.D., Assistant Professor of Marketing & munsalan@aybu.edu.tr				
Office Hours & Office Room	Wednesday, 13.00-16.00 & Room: B-212				
Course Content and Objectives	<p>Analyzes consumer motivation, buying behavior, market adjustment, product innovation and adaptation; consumer market measurement, including survey of economic, behavioral science theories of consumer market behavior, producer and intermediary reactions. Consumer decision making is evaluated as to psychological drives, sociological concepts used by producers, channel intermediaries, consumers; considers methods, techniques for measuring consumer behavior, and analyzing consumer markets. • <i>To analyze the role of marketing within the firm and society.</i></p> <p>This course is intended to give you the tools to understand, investigate, and influence consumer behavior “in the real world.” When you are finished with this class, you will take with you:</p> <ul style="list-style-type: none"> • <i>A knowledge base. You will know and understand existing marketing-relevant theory and data in consumer behavior, psychology, and other social sciences.</i> • <i>A skillset. You will be able to identify, analyze, interpret, and evaluate data related to consumer behavior.</i> • <i>A perspective. You will recognize how foundational concepts related to consumer behavior apply in various contexts (e.g., in the “digital world”)—and how your knowledge and skills can be used to ask novel questions and create novel solutions.</i> 				
Textbook(s)	<ul style="list-style-type: none"> • Consumer Behaviour: Buying, Having and Being (Michael R. Solomon and Cristel Antonia Russell, 14th Edition, Pearson) • Lecture notes shared by the instructor • Selected articles 				
Teaching Methods and Techniques	In this course class discussions, in-class bonus activities, course related videos, self-awareness scales, various articles will be used as teaching methods and techniques.				
Course Learning Outcomes	1	Identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.			
	2	Explain how consumer behavior principles influence the buying patterns			
	3	Reflect on their personal experiences and observations regarding a particular consumer behavior topic.			
	4	Analyze and interpret consumer behavior data collected by primary research.			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	PO1	Graduates are equipped with up-to-date conceptual and applied knowledge of their field of study			
	PO2	Graduates can devise solutions to organizational or business problems using conceptual, applied, and methodological skills acquired during Program experience			
	PO9	Graduates are knowledgeable about fundamental environmental and social issues			
Contribution of the Course to Field Instruction	The students will be able to have knowledge of theories and approaches and practical applications in the field of consumer behavior.				

Topics Covered in the Course	1. Week	Introduction to course, Review of Syllabus
	2. Week	Buying, Having, and Being: An Introduction to Consumer Behavior Consumer Ethics, the Marketplace, and the Planet
	3. Week	Perceiving and Making Meaning
	4. Week	Learning, Remembering, and Knowing
	5. Week	Motivation
	6. Week	Attitudes and How to Change Them Deciding
	7. Week	Buying, Using, and Disposing Identity and the Self
	8. Week	Midterm Week
	9. Week	Personality, Values, and Lifestyles
	10. Week	Social and Cultural Identity
	11. Week	How Groups Define Us Social Class and Status
	12. Week	Culture
	13. Week	Communication and Consumer Behaviour Consumer Influence and the Diffusion of Innovations
	14. Week	Teamwork Presentations
	15. Week	Teamwork Presentations

Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	30%
	Quizzes	0	0%
	Assignments	0	0%
	Attendance	0	0%
	Practice	0	0%
	Project	1	30%
	Final examination	1	40%
	Total	3	100%

Disability Policy	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>
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