



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

| | |
|-------------|--------|
| TERM | Spring |
|-------------|--------|

| | | | |
|--------------------|-----------|--------------------|--------------------|
| COURSE CODE | 271216024 | COURSE NAME | Consumer Behaviour |
|--------------------|-----------|--------------------|--------------------|

| SEMESTER | WEEKLY COURSE HOURS | | | COURSE | | | |
|-----------------|----------------------------|-----------------|-------------------|----------------|-------------|-------------------------|----------------------|
| | Theoretical | Practice | Laboratory | CREDITS | ECTS | TYPE | LANGUA GE |
| VI | 2 | 0 | 0 | 2 | 3 | CORE () ELECTIVE (X) | Turkish |

COURSE CATEGORY

| | | | | |
|-----------------------|------------------|-------------------|--|---------------------|
| Supportive Courses | Basic Vocational | Proficiency/Field | Human, Communication, and Management Skills | Transferable Skills |
| X | | | | |

ASSESSMENT CRITERIAS

| | Activity | Number | Percentage (%) |
|-------------------|--------------------|---------------|-----------------------|
| | DURING TERM | I. Mid-Term | 1 |
| II. Mid-Term | | | |
| Quiz | | | |
| Homework | | | |
| Project | | | |
| Report | | | |
| Other (.....) | | | |
| FINAL EXAM | | 1 | 60 |

| | |
|-----------------------|---|
| COURSE CONTENT | Consumer behaviour concept, it's specifications and marketing importance, effective factors on consumer behaviour, decision process of consumer purchasing behavior |
|-----------------------|---|

| | |
|--------------------------|--|
| COURSE OBJECTIVES | Clarify consuming concept by studying the factors effecting the consumers behavior |
|--------------------------|--|

| | |
|--|--|
| CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING | |
|--|--|

| | |
|------------------------|--|
| COURSE OUTCOMES | Understanding the importance of consumers behaviour in accordance with marketing Learning the models and concepts explaining the consumer behaviour Recognizing the elements effecting the consumer behaviour Have knowledge of the process of consumers' purchasing decision process |
|------------------------|--|

| | |
|--------------------|---|
| TEXTBOOK(S) | Odabaşı, Y., Barış, G. (2003). Tüketici Davranışı. İstanbul: Mediacat |
|--------------------|---|

| | |
|-----------------------------|---|
| SUPPORTIVE RESOURCES | İslamoğlu A.H., Altunışık R., (2010), Tüketici Davranışları, İstanbul, Beta Yayınları |
|-----------------------------|---|

| | |
|----------------------------|--|
| EQUIPMENTS REQUIRED | |
|----------------------------|--|

COURSE OUTLINE

| WEEK | SUBJECTS / TOPICS |
|------|--|
| 1 | Introduction to Consumer Behaviour |
| 2 | Consumer Behaviour Concept and Marketing |
| 3 | Consumer Behaviour Models |
| 4 | Needs and Consuming |
| 5 | Motivations and Perception |
| 6 | Learning |
| 7 | Attitudes |
| 8 | Personality |
| 9 | Lifestyle |
| 10 | Culture |
| 11 | Group influences on Consumer Behaviour |
| 12 | Situational Factors |
| 13 | Consumers' Purchasing Decision Process |
| 14 | Final Exam |

| No. | OUTCOMES | 3 | 2 | 1 |
|-----|--|---|---|---|
| 1 | Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts. | | | X |
| 2 | Have knowledge about nutrition principles and food science. | | | X |
| 3 | Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level. | | | X |
| 4 | Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills. | | | X |
| 5 | Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy. | | | X |
| 6 | Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills. | | | X |
| 7 | Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior. | | | X |
| 8 | Uses both basic and field-related information and communication technologies and software at an advanced level. | | | X |
| 9 | Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics. | | X | |
| 10 | Have knowledge about national and international cuisines and apply them. | | | X |
| 11 | Knows and applies food and beverage cost control, menu planning and pricing. | | | X |
| 12 | Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes. | | | X |
| 13 | Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work. | | | X |
| 14 | Knows and applies classical and modern production techniques in the field of food and beverage. | | | X |
| 15 | Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences. | | | X |

1:Never. 2:Few. 3:Many.

Instructor Name :