



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE		COURSE NAME	Consumer Behaviour
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VIII	2	0	0	2	4	CORE () ELECTIVE (X)	Turkish

COURSE CATEGORY

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

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM			60
COURSE CONTENT	Consumer behaviour concept, it's specifications and marketing importance, effective factors on consumer behaviour, decision process of consumer purchasing behaviour		
COURSE OBJECTIVES	Clarify consuming concept by studying the factors effecting the consumers behaviour		
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. Mediacat. İslamoğlu A.H., Altunışık R., (2010). Tüketici Davranışları. Beta Yayınları		
SUPPORTIVE RESOURCES	Tüketici Davranışları. Anadolu Üniversitesi Yayını (2019). Yayın No.3902		
EQUIPMENTS REQUIRED			

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Consumer Behaviour Concept and Marketing
2	Interdisciplinary Approach to Consumer Behavior
3	Consumer Behaviour Models
4	Individual Effects on Consumer Behaviour/ Motivation
5	Perception
6	Learning
7	Attitudes
8	Personality
9	Cultural Effects on Consumer Behaviour
10	Group Effects on Consumer Behaviour
11	Situational Factors
12	Consumers' Purchasing Decision Process
13	Consumers' Purchasing Decision Process
14	Purchasing and Post Purchasing Behaviour
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.		X	
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management	X		
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X

1:Few. 2:Partially. 3:Many.

Instructor Name :