

Antalya Bilim University
Department of Business Administration,
BUSI 234 Consumer Behavior
Spring Term

Office hours: All students are welcome

Modern approaches to business emphasize the importance of adopting a customer focus. Marketing, in particular, begins and ends with the consumer – from determining consumer needs to providing customer post-purchase satisfaction. The goal of this course is to help you think differently about how consumers arrive at judgments and choices and how their choices ultimately affect their well-being.

Course book:

Consumer Behavior: Buying, Having and Being

Michael R. Solomon 11th edition, Global Edition, Pearson

Recommended readings:

Additional reading material will be provided by the lecturer.

Developing Graduate Attributes

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Midterm (50%):** Students are responsible for all class material covered until the midterm exam. Exam will be **MULTIPLE CHOICE or ESSAY or HOMEWORK.**
- 2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be **MULTIPLE CHOICE or ESSAY or HOMEWORK.**

Course Schedule

WEEK 1 Introduction to the Course and syllabus evaluation

WEEK 2 Introduction to Consumer Behavior

Chapter 1

WEEK 3 Decision making and consumer Behavior

Chapter 2

WEEK 4 Cultural influences on consumer decision making

Chapter 3

WEEK 5 Consumer and social well being

Chapter 4

WEEK 6 Perception

Chapter 5

WEEK 7 Learning and memory

Chapter 6

WEEK 8 Midterm Exam

WEEK 9 The self

Chapter 7

WEEK 10 Attitudes and persuasion

Chapter 8

WEEK 11 Consumer Identity: sex roles and subcultures

Chapter 10

WEEK 12 Consumer Identity: social class and lifestyles

Chapter 11

WEEK 13 Networked consumer behavior: word of mouth social media and fashion

Chapter 12

WEEK 14 Closing observations

Grading Policy:

Midterm exam 50%

Final exam 50%

Letter Grading:

- **Passing grade is 50 out of 100. Letter grades are TBA.**
- **ATTENDANCE IS A MUST TO ALL CLASSES.**
- **There will be IN CLASS PRESENTATIONS assigned to you.**
- **This syllabus is subject to change based on instructor's inquiry.**