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| **ABU_KKK_01-15.jpg** | **ECTS Course Description Form** |
| **PART I (Senate Approval)** |
| **Offering School**  | *Tourism Faculty* |
| **Offering Department** | *Tourism and Hotel Management* |
| **Program(s) Offered to** | *Tourism and Hotel Management* | *Must* |
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| **Course Code**  | *TRM 376* |
| **Course Name** | *Consumer Psychology and Ethics for Tourism*  |
| **Language of Instruction** | *English* |
| **Type of Course** | *Lecture* |
| **Level of Course** | *Undergraduate* |
| **Hours per Week** | **Lecture: 3** | **Laboratory:** | **Recitation:**  | **Practical:**  | **Studio:** | **Other:** |
| **ECTS Credit** | *5* |
| **Grading Mode** | *Letter Grade* |
| **Pre-requisites** |  |
| **Co-requisites** | **N/A** |
| **Registration Restriction** | **N/A** |
| **Educational Objective** | *To equip students with theoretical and conceptual knowledge of consumer behaviour, drawing heavily on both psychological and sociological viewpoints.* |
| **Course Description** | *This course covers factors affecting purchase-related consumer decisions. Personal and external factors that have impact upon the consumer decision making process, attitude formation and attitude change, communication, adaptation of innovations and brand loyalty. This course also provides various views on the individual in the marketplace, and models of consumer decision making with a heavy emphasis on services. Application of consumer behaviour in strategic planning of profit and non-profit organizations and issues related to consumer trends, global markets, consumer protection and ethics in consumer behaviour.* |
|  | **LO1** | *Identify and explain factors which influence consumer behaviour* |
| **LO2** | *Demonstrate how knowledge of consumer behaviour can be applied to marketing* |
| **LO3** | *Display critical thinking and problem-solving skills* |
| **LO4** | *Gain, evaluate and synthesise information and existing knowledge from several sources and experiences* |
| **LO5** |  *In a team, work effectively to prepare a professional, logical and coherent report on consumer behaviour issues within a specific context* |
| **LO6** | *Deliver an oral presentation in a professional and engaging manner.* |
| **PART II ( Faculty Board Approval)** |
| **Basic Outcomes (University-wide)** | **No.** | **Program Outcomes** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English.  |  |  |  |  | X | X |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | X |  |  |  |  |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information, follow developments in science and technology, and continually reinvent oneself. |  |  |  | X |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. |  | X |  |  |  |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. |  |  |  | X |  | X |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | X |  |  | X |  | X |
| **Faculty Specific Outcomes** | **PO7** |  |  |  |  |  |  |  |
| **PO8** |  |  |  |  |  |  |  |
| **PO9** |  |  |  |  |  |  |  |
| **PO10** |  |  |  |  |  |  |  |
| **PO11** |  |  |  |  |  |  |  |
| **PO12** |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | **PO13** |  |  |  |  |  |  |  |
| **PO14** |  |  |  |  |  |  |  |
| **PO15** |  |  |  |  |  |  |  |
| **PO16** |  |  |  |  |  |  |  |
| **PO17** |  |  |  |  |  |  |  |
| **PO18** |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | **PO N….** |  |  |  |  |  |  |  |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | **Subjects** | **Week** |  | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **S1** | 1 | Introduction to Consumer Behaviour and Consumer Research | A1 |  |  |  |  |  |
| **S2** | 2 | Consumer Behaviour and Marketing Strategy |  |  | A1 |  | A1 |  |
| **S3** | 3 | Motivation and Involvement |  |  |  |  |  |  |
| **S4** | 4 | Personality, Self-Image, and Life Style |  |  |   | A1 |  |  |
| **S5** | 5 | Consumer Perception, Consumer Learning and  | A1 | A1 |  |  |  | A1 |
| **S6** | 6 | Mid-term exam |  |  |  |  |  |  |
| **S7** | 7 | Consumer Attitude Formation and Change, Communication and Consumer Behaviour |  |  |  |  |  |  |
| **S8** | 8 | The Influences of Culture on Consumer Behaviour |  |  |  |  |  |  |
| **S9** | 9 | Subcultures and Consumer Behaviour and Social Class and Consumer Behaviour |  |  | A1 |  | A1 |  |
| **S10** | 10 | Reference Groups and Family |  | A1 | A1 |  | A1 |  |
| **S11** | 11 | Consumer Influence and the Diffusion of Innovations |  |  |  | A1 |  |  |
| **S12** | 12 | Consumer Decision Making-Process and Consumer Decision Making-Outcomes | A1 |  |  |  |  | A1 |
| **S13** | 13 | *Individual Presentations* |  |  |  |  |  |  |
| **S14** | 14 | *Final Exam* |  |  |  |  |  |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | *40%**60%* | *Midterm**Final* | - |
| **A2** | **Quiz** | *-* | *-* | - |
| **A3** | **Homework** | *-* | - | - |
| **A4** | **Project** | - | - | - |
| **A5** | **Report** | - | - | - |
| **A6** | **Presentation** |  | - | - |
| **A7** | **Attendance/ Interaction** |  | - | - |
| **A8** | **Class/Lab./****Field Work** | - | - | - |
| **A9** | **Other** | - | - | - |
| **TOTAL** | **100%** |
| **Evidence of Achievement of Learning Outcomes** | Via discussions throughout the lectures (students’ ability to develop an argument and use evidence to support it), exams, student presentations, student term paper |
| **Method for Determining Letter Grade** |

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| Mid-term exam | (1 x 40 points) | 40 points |
| Final exam | (1 x 60 points) | 60 points |
|  |  |  |
| Total |  | 100 points |
| Total Points | 100 | 99-90 | 89-87 | 86-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69-67 | 66-64 | 63-60 | 59-0 |
| Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 |

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| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | Preparation for the lecture notes, slides etc | 14x3=42 |
| **2** | **Interactive Lecture** | Delivering presentations for the lectures | 1x3=3 |
| **3** | **Recitation** | - | - |
| **4** | **Laboratory** | - | - |
| **5** | **Practical** | - | - |
| **6** | **Field Work** | - | - |
| ***Time expected to be allocated by student*** |
| **7** | **Project** | - | - |
| **8** | **Homework** | Writing a term paper and preparing a presentation | 4x4=16 |
| **9** | **Pre-class Learning of Course Material**  | - | 12x3=36 |
| **10** | **Review of Course Material** | - | 12x1=12 |
| **11** | **Studio** | - |  |
| **12** | **Office Hour** | - | 14x2=28 |
| **TOTAL** | 137 |
| **IV. PART** |
| **Instructor** | **Name** |  |
| **E-mail** |  |
| **Phone Number** |  |
| **Office Number** |  |
| **Office Hours** |  |
| **Course Materials** | **Mandatory** |  |
| **Recommended** |  |
| **Other** | **Scholastic Honesty** | Any form of academic dishonesty, cheating, copying or plagiarizing, is prohibited. |
| **Students with Disabilities** |  |
| **Safety Issues**  |  |
| **Flexibility** |  |