

Antalya Bilim University
Department of Economics, ECON 3191 (1416)
Behavioral Economics
Fall Term

Office hours: All students are welcome on Thursday.

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Lecturer
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(A2-31)

Modern approaches to economics and business emphasize the importance of adopting a customer focus into various disciplines. Behavioral Economics is a field of study combining elements of economics, psychology and marketing to understand how and why people\consumers behave the way they do in the real world. Consumer choices are a function of the environment they are in and can be distracted by the environmental and psychological factors. Our course aims to understand the underlying reasons of consumer decision making and preferences in various contexts.

Course book:

A Practicum in Behavioral Economics

Arthur J. Caplan, Utah State University, 2022 Open Educational Resource

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 **essay type along with open end questions and fill in the blank.**
- 2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be **essay type along with open end questions and fill in the blank.**

Course Schedule

WEEK 1 Introduction to the course and syllabus evaluation

WEEK 2 Introduction to Behavioral Economics and Consumer Behavior

WEEK 3 Decision making and consumer behavior

WEEK 4 Miscalculations, cognitive illusions, misjudgments, and effects

Caplan Text Book Chapter 1

WEEK 5 Cultural influences on decision making

WEEK 6 The biases and fallacies of consumers and Prospect Theory

Caplan Text Book Chapter 2 and 4

WEEK 7 Perception

WEEK 8 Midterm Exam

WEEK 9 Learning and memory

WEEK 10 The self

WEEK 11 Attitudes and persuasion

WEEK 12 Consumer Identity: sex roles and subcultures

WEEK 13 Consumer Identity: social class and lifestyles

WEEK 14 Networked consumer behavior: word of mouth social media and fashion

WEEK 15 Closing observations

Grading Policy:

Midterm exam 50%

Final exam 50%

Letter Grading:

Passing grade is **50 out of 100**. Letter grades are TBA.

This syllabus is subject to change based on instructor's inquiry.