



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b>	MANAGEMENT	<b>Dept. Numeric Code</b>	3	2
<b>Course Code</b>	M A N 4 1 4	<b>Number of Weekly Lecture Hours</b>	3	<b>Number of Weekly Lab/Tutorial Hours</b>
		<b>Number of Credit Hours</b>	3	
<b>Course Web Site</b>	http:// man414.cankaya.edu.tr		<b>ECTS Credit</b>	0 5

#### Course Name and Other Course Information

*This information will appear in the printed catalogs and on the web online catalog.*

<b>English Name</b>	Marketing Models and Decisions
<b>Turkish Name</b>	Pazarlama Modelleri ve Kararları
<b>Mode of Delivery</b>	Face-to-Face
<b>Language of Instruction</b>	English

#### Course Description

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

Companies routinely gather massive amount of customer data, which requires marketing modelers to translate that data into information that may be used to make fact-based strategic and operational decisions. Marketers are challenged to illustrate and demonstrate the financial return and measurement of their actions. In this sense, marketing dashboards and metrics are becoming more important. In the course this challenging process for the marketers are examined.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any. Prior knowledge in MAN 307 is strongly recommended	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input checked="" type="checkbox"/> Elective course for dept. <input type="checkbox"/> Elective course for other dept.(s)			

**Part II. Detailed Course Information****Course Objectives***Maximum 100 words.*

- Elaborate on the consumer behavior models and relevant theories
- Discuss the psychological and sociological variables that affect the consumer decision .process
- Describe the critical role of buyer behavior in marketing models and decisions
- Identify various techniques to segment a consumer market
- Survey a variety of techniques for changing consumer attitudes

**Learning Outcomes***Explain the learning outcomes of the course. Maximum 10 items.*

Upon completion of this course students will be able to:

1. Discuss the consumer behavior concepts and theories
2. Discuss the psychological and sociological variables that affect the consumer decision .process
3. Describe the critical role of buyer behavior in marketing management
3. Identify various techniques to segment a consumer market
4. Survey a variety of techniques for changing attitudes

**Textbook(s)***List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Michael R. Solomon	Consumer Behavior: Buying, Having and Being	Pearson	2016	978-0134129938
Michael R. Solomon	Consumer Behavior	Prentice Hall	2012	978-0132671842

**Reference Books***List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN

**Teaching Policy***Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of weekly lectures on major marketing models as well as consumer behavior issues and generating discussions about real-life consumer examples. Students are expected to fully participate in all classroom discussions and present their case study materials as well as term projects.

**Laboratory/Studio Work***Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

**Computer Usage***Briefly describe the computer usage and the hardware/software requirements for the course.*

N/A

**Course Outline***List the weekly topics to be covered.*

Week	Topic(s)
1	Consumers Rule
2	Perception
3	Learning and Memory
4	Motivation and Values
5	The Self
6	Personality and Lifestyles
7	Midterm exam
8	Attitudes and Persuasion
9	Consumer Decision Making Process
10	Buying and Disposing
11	Impact of Groups
12	Organizational and Household Decision Making
13	Consumer Acculturation
14	Global Consumer Culture

**Grading Policy***List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.*

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm Exam	2	30						
Case Study	2	10						
Term Project	1	20						
Final Exam	1	40						

**ECTS Workload***List all the activities considered under the ECTS.*

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	13	3	39
Attending Labs/Recitations ( <i>weekly basis</i> )	-	-	
Compilation and finalization of course/lecture notes ( <i>weekly basis</i> )	13	1	13
Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	13	2	26
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams ( <i>including the duration of the exams</i> )	2	6	12
Preparation of term paper/case-study report ( <i>including oral presentation</i> )	2	5	10
Preparation of term project/field study report ( <i>including oral presentation</i> )	1	10	10
Preparation for final exam ( <i>including the duration of the exam</i> )	1	10	10
TOTAL WORKLOAD / 25			123/5
ECTS Credit			5

**Program Qualifications vs. Learning Outcomes** Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.		X			
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.			X		
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.					X
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.			X		
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.			X		
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.			X		
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest