



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2	
Course Code	M A N 4 3 6	Number of Weekly Lecture Hours	3	
		Number of Weekly Lab/Tutorial Hours	-	
		Number of Credit Hours	3	
Course Web Site	http://man436.cankaya.edu.tr		ECTS Credit	0 5

Course Name and Other Course Information

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

English Name	Consumer Behavior Research
Turkish Name	Tüketici Davranışı Araştırmaları
Mode of Delivery	Face to face
Language of Instruction	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.

This course examines the buyer behavior by studying the social, economic and psychological influences affecting purchasing decisions through both qualitative and quantitative research methods. In this course students are expected to critique qualitative and quantitative consumer research methods with regard to their application in solving consumer issues and they also should be able to demonstrate the ability of integrating prior and new knowledge concerning innovative research methods including interviews and surveys.

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

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

This course provides students with a unique opportunity of developing an advanced theory-based understanding of consumers by using innovative methods and new research techniques. There will be a wide number of tools that will be learned to be used and a wide range of experiences to apply these tools in class and during term-project. The term-project is flexible in order to allow students to follow specific areas of interest they wish to pursue. Reasons for preferences for certain brands, pack sizes, etc. of the products in a particular market will be examined in this course.

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

Upon the successful completion of the course students will:

1. Gain general ability of generating useful insights about consumers
2. Have the ability of answering "why" questions behind consumer behavior
3. Gain basic data-base mining skills
4. Gain inference abilities to look beyond data
5. Learn observational and quantitative skills to understand consumers

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

Author(s)	Title	Publisher	Publication Year	ISBN
Punam Anand Keller	Advances in Consumer Research	Assn for Consumer Research	2003	0915552493
John. W. Creswell	Research Design: Qualitative, Quantitative, and Mixed Methods Approaches	Sage Pub.	2013	978-145222609-5
Bruce L. Berg	Qualitative Research Methods for the Social Sciences (8th Edition)	Pearson	2013	1-292022493

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.)*

There will be a three-hour lecture on every week. This course involves a range of teaching methods:

1. Lecture-based sessions will be used to overview quantitative and qualitative data collection methods and analysis.
2. Workshops will be used to teach the nuts and bolts of conducting a range of commonly used consumer research techniques and to give you the chance to practice some of these techniques.

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	Selection of a Research Approach
2	Review of the Literature
3	The Use of Theory
4	Writing Strategies and Ethical Considerations
5	Designing Research
6	Quantitative Research Methods
7	Midterm exam
8	Qualitative Research Methods and Mixed Methods Procedures
9	Collecting Data
10	Focus Group Interviewing
11	In-depth Interviewing
12	Workshop
13	Content Analysis
14	Term Project Presentations

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	1	20						
Take-home assignments	5	15						
Term Project	1	35						
Final Exam	1	30						

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>)	14	1	14
Collection and selection of relevant material (<i>once</i>)	1	2	2
Self study of relevant material (<i>weekly basis</i>)	13	2	26
Take-home assignments	5	3	15
Preparation for quizzes	-	-	-
Preparation for mid-term exams (<i>including the duration of the exams</i>)	1	7	7
Preparation of term paper/case-study report (<i>including oral presentation</i>)	-	-	-

Preparation of term project/field study report (including oral presentation)	1	12	12
Preparation for final exam (including the duration of the exam)	1	10	10
TOTAL WORKLOAD / 25			125/25
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
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.			X		
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.		X			
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.			X		

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