

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	UNI108		
Course Name:	Consumer Behavior		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Dr. Öğr. Üy. SEDAT ÇOLAK		
Course Lecturer(s):	Dr. Sedat Çolak		
Course Assistants:			

## Course Objective and Content

Course Objectives:	It is aimed to learn the basic concepts of consumer, consumer culture, consumer behavior and consumer research, to define the information learned, to express it in different ways and to reinforce it with examples from daily life.
Course	In the context of the Consumer Behavior course, the concept of consumption, the concept of

Content:	consumer society, the socio-psychological and economic dynamics of consumer behavior in the consumer society, consumer behavior models, consumer purchasing decision process, perception-persuasion-attitude concepts and the relationship between consumer behaviors are discussed.
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## Learning Outcomes

The students who have succeeded in this course;

- 1) Gains information about consumption culture and consumer behavior process.
- 2) Have the necessary knowledge, skills and competence to define the learned information, to express and report it in different ways.
- 3) Have theoretical and theoretical knowledge about the concepts of consumption, consumption culture and consumer behavior.
- 4) Gains knowledge of how the concept of consumer behavior is handled in different disciplines.

## Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to consumer behavior	
2)	Basic Approaches in Consumer Behaviors	
3)	Consumer Purchase Decision Process	
4)	Factors Affecting Consumer Behaviors and Decisions	
5)	Marketing and Marketing Phases	
6)	Marketing and Consumer Behaviors	
7)	Midterm Exam Week	
8)	Consumption Ideology	
9)	Consumption Culture	
10)	Consumer Behavior Models	
11)	Perception, Attitude and Persuasion	
12)	Consumer Trends in the Digital World	
13)	Consumer Behaviour Current Trends	
14)	Consumer Behaviour Current Trends	
15)	Final week	

16)	Final haftası	
16)	Final haftası	

## Sources

Course Notes / Textbooks:	Yavuz Odabaşı, Tüketici Davranışı, Mediacat Yayınları, 2011. Erdoğan Koç, Tüketici Davranışı ve Pazarlama Stratejileri :Global ve Yerel Yaklaşım, Seçkin Yayınları, 2021. Jean Baudrillard, Tüketim Kültürü, Ayrıntı Yayınları, 2002.
References:	Ders notları

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.				
2) The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.				
3) The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.				
4) The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.				
5) In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.				
6) The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.				
7) While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of				

ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	1	2	3	4
<b>Course Learning Outcomes</b>				
8) The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.				
9) The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.				
10) To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.				
11) The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.				
12) The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.				
13) During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.				
14) The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.				
15) The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.				
16) The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.				
17) The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.				
18) The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.				
19) When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other				

research for the benefit of the society.				
<b>Course Learning Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
20) The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.				
21) The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.				
22) The graduate effectively manages individual study and learning processes and career development.				
23) The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.				
24) The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.				

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	
2)	The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.	
3)	The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.	
4)	The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.	
5)	In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health,	

	as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	
6)	The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.	
7)	While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	
8)	The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.	
9)	The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.	
10)	To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.	
11)	The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.	
12)	The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.	
13)	During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.	
14)	The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.	
15)	The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	
16)	The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.	
17)	The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.	

18)	The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.	
19)	When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	
20)	The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.	
21)	The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.	
22)	The graduate effectively manages individual study and learning processes and career development.	
23)	The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.	
24)	The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 30
Final	1	% 70
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 30
PERCENTAGE OF FINAL WORK		% 70
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42

Study Hours Out of Class	14	28
Project	3	15
Homework Assignments	3	11
Final	4	31
Total Workload		127