

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:	Araş. Gör. AZİZ ARSLAN		
Course Lecturer(s):	Dr.Nezahat Yüceiřık		
Course Assistants:			

Course Objective and Content

Course Objectives:	It is aimed to learn the basic concepts of consumer, consumption culture, consumer behavior and consumer research, to define the learned information, to express it in different ways and to present it with the projects to be carried out.
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	
8)	Consumption Ideology	
9)	Consumption Culture	
10)	Consumer Behavior Models	
11)	Perception, Attitude and Persuasion	
12)	Consumer Trends in the Digital World	
13)	Project Presentations I	
14)	Project Presentations II	

Sources

Course Notes / Textbooks:	Filiz Balta Peltekoğlu, Kavram ve Kuramlarıyla Reklam, 2015. 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) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.				
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.				
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.				
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.				
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.				
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.				
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.				
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.				
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.				
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.				

11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues. Course Learning Outcomes	1	2	3	4
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.				
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.				
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.				
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.				
16) knows health policies and is able to evaluate their effects in the field of application.				
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.				
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and	

	can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
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17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	

18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	
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Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Presentation	2	% 30
Midterms	1	% 30
Final	1	% 40
total		% 100
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	0	3		42
Presentations / Seminar	2	12	2		28
Midterms	1	24	2		26
Final	1	24	3		27
Total Workload					123