



Меѓународен Универзитет Визион - International Vision University
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

Adres: Ul. Major C. Filiposki No.1, Gostivar – Makedonya
 tel: +389 42 222 325, www.vizyon.edu.mk, info@vizyon.edu.mk

SYLLABUS

COURSE NAME	COURSE CODE	SEMESTER	COURSE LOAD	ECTS
PSYCHOLOGY OF MARKETING	5036	7	180	6

Prerequisite(s)	None
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Course Language	Turkish
Course Type	Elective
Course Level	First Cycle
Course Lecturer	
Course Assistants	
Classroom	
Extra-Curricular Office Hours and Location	Meeting: Consultancy:

Course Objectives	Psychology of marketing helps to understand the consumer psychology that is examining the causes of the behavior and purchasing decisions and the aim of this course is to analyze the disciplines of decision making process and the psychological problems of the people.
Course Learning Outcomes	In the end of this course students will learn: <ul style="list-style-type: none"> • The marketing strategies, the effective communication channels and the control of advertising models. • About the consideration of the factors when buying the products and services.
Course Contents	Marketing psychology, purchasing decision, experiential marketing, neuro marketing, and the impacts of the culture on consumer behavior.

WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

Week	Subjects	Related Preparation
1	What is the psychology of marketing and neuro marketing? Why is it necessary and is it important?	Related Chapters of Course Sources
2	Structure and functioning of the brain	Related Chapters of Course Sources
3	Understanding the consumer psychology and decision-making	Related Chapters of Course Sources
4	Purchasing decision	Related Chapters of Course Sources
5	Hierarchy of needs	Related Chapters of Course Sources
6	Corporate identity, advertising and the influence of unconscious factors in the packaging design	Related Chapters of Course Sources
7	Mid-term Exam	Related Chapters of Course Sources
8	Sensory Marketing	Related Chapters of Course Sources
9	Psychology of Persuasion	Related Chapters of Course Sources
10	Experiential Marketing	Related Chapters of Course Sources
11	Neuro marketing research methods	Related Chapters of Course Sources
12	The effect of the culture to consumer behavior	Related Chapters of Course Sources
13	Differences between Neuro marketing and subliminal advertising	Related Chapters of Course Sources
14	Neuro marketing ethics	Related Chapters of Course Sources
15	Final Exam	Related Chapters of Course Sources

ECTS / WORKLOAD TABLE

Presentation / Seminar			
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Midterm Exam	1	12	12
Final examination	1	14	14
Total Work Load			
ECTS		6	

GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

In order to be included, learn and achieve full success that you deserve in the courses you need to come well prepared by reading the basic and secondary textbooks. We are expecting from you carefully to obey to the course hours, not to interrupt the lessons unless is very indispensable, to be an active participant on the courses, easily to communicate with the other professor and classmates, and to be interactive by participating to the class discussions. In case of unethical behavior both in courses or on exams, will be acting in framework of the relevant regulations. The attendance of the students will be checked in the beginning, in the middle or at the end of the lessons. Throughout the semester the students who attend to all lectures will be given 15 activity-attendance points in addition to their exam grades.

SOURCES

COMPULSORY LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Sürdürülebilir Pazarlama	Berrin Onaran, Detay Yayıncılık
2	Handbook of Consumer Psychology (Marketing and Consumer Psychology Series)	Haugtvedt, Herr, Kardes
3		

ADDITIONAL LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Yatırım Psikolojisi	Sümevra Gazel, Nobel Akademik Yayıncılık
2	The Psychology of Trading: Tools and Techniques for Minding the Markets	Brett N. Steenbarger
3		

EVALUATION SYSTEM

Underlying the Assessment Studies	NUMBER	PERCENTAGE OF GRADE
Attendance/Participation	15	% 10
Project / Event	1	%20
Mid-Term Exam	1	%35
Final Exam	1	%35
TOTAL	17	%100

ETHICAL CODE OF THE UNIVERSITY

In case of the students are cheating or attempt to cheat on exams, and in the case of not to reference the sources used in seminar studies, assignments, projects and presentations, in accordance to the legislations of the Ministry of Education and Science of Republic of Macedonia and International Vision University, will be applied the relevant disciplinary rules. International Vision University students are expected never to attempt to this kind of behavior.