

İçerik

Ders Kodu	Dersin Adı	Yarıyıl	Teori	Uygulama	Lab	Kredisi	AKTS
GE 758	Tüketici Psikolojisi ve Tüketici Davranışı	2	3	0	0	3	7
Ön Koşul							
Derse Kabul Koşulları							
Dersin Dili	Türkçe						
Türü	Seçmeli						
Dersin Düzeyi	Doktora						
Dersin Amacı	Bu dersin amacı tüketici psikolojisi ve tüketim davranışına ilişkin temel teorileri öğretmek ve bu alanda araştırma yapmak için bir temel oluşturmaktır.						
İçerik	1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş 2. Hafta: Temel Teoriler 3. Hafta: Algılama 4. Hafta: Öğrenme 5. Hafta: Gündülenme 6. Hafta: Benlik 7. Hafta: Kişiilik, Yaşam Stili ve Değerler 8. Hafta: Ara Sınav 9. Hafta: Tutum ve Niyet 10. Hafta: Karar Verme 11. Hafta: Satın Alma Sonrası Davranış 12. Hafta: Sosyal Medya 13. Hafta: Kültür 14. Hafta: Etik						
Kaynaklar	Okuma Listesi Kitaplar: Micheal R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson, 2018, Harlow Richard H. Thaler and Cass R. Sunstein, Nudge (Dürtme), Penguin Books, 2009, NY Dan Ariely, Predictably irrational : the hidden forces that shape our decisions, Harper Perennial, 2010, NY Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2013, NY						

Makaleler:

1. ve 2. Hafta

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Teori Konu Başlıklarları

Hafta	Konu Başlıklarları
1	Tüketici Psikolojisi ve Tüketim Davranışı: Giriş
2	Temel Teoriler

Hafta	Konu Başlıklarısı
3	Algılama
4	Öğrenme
5	Güdülenme
6	Benlik
7	Kişilik, Yaşam Stili ve Değerler
8	Ara Sınav
9	Tutum ve Niyet
10	Karar Verme
11	Satin Alma Sonrası Davranış
12	Sosyal Medya
13	Kültür
14	Etik