

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	<ol style="list-style-type: none">1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş2. Hafta: Temel Teoriler3. Hafta: Algılama4. Hafta: Öğrenme5. Hafta: Güdülenme6. Hafta: Benlik7. Hafta: Kişilik, Yaşam Stili ve Değerler8. Hafta: Ara Sınav9. Hafta: Tutum ve Niyet10. Hafta: Karar Verme11. Hafta: Satın Alma Sonrası Davranış12. Hafta: Sosyal Medya13. Hafta: Kültür14. Hafta: Etik
Kaynaklar	<p>Okuma Listesi</p> <p>Kitaplar:</p> <p>Micheal R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson, 2018, Harlow</p> <p>Richard H. Thaler and Cass R. Sunstein, Nudge (Dürtme), Penguin Books, 2009, NY</p> <p>Dan Ariely, Predictably irrational : the hidden forces that shape our decisions, Harper Perennial, 2010, NY</p> <p>Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2013, NY</p>

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1. ve 2. Hafta

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Teori Konu Başlıkları

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

Hafta	Konu Başlıkları
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	Satın Alma Sonrası Davranış
12	Sosyal Medya
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14	Etik