



Marketing Psychology (T-909)

(TURUNDUSPSÜHHOLOOGIA)

SUBJECT DESCRIPTION

Credits (ECTS)	2.00 ECTS
Assessment	pass/fail
Aim of the subject and short description	
The course deals with the psychological nature of marketing. Analyzing marketing as a process. Advertising on the structure and components of a variety of marketing communication - titles, visuals, models, shapes. The course deals with the psychological impact of a notice advertising mechanisms, including attitudes and psychological influencing techniques.	
Learning outcomes:	
Student: <ul style="list-style-type: none">1. Understands the psychological nature of marketing2. knows the influencing mechanisms used in marketing3. knows the psychological influencing methods used in marketing4. is able to describe the structure of advertisements	

