



## Marketing Psychology (T-909) (TURUNDUSPSÜHHOLOGIA)

### SUBJECT DESCRIPTION

<b>Credits (ECTS)</b>	2.00 ECTS
<b>Assessment</b>	pass/fail
<b>Aim of the subject and short description</b>	
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.	
<b>Learning outcomes:</b>	
Student: <ol style="list-style-type: none"><li>1. Understands the psychological nature of marketing</li><li>2. knows the influencing mechanisms used in marketing</li><li>3. knows the psychological influencing methods used in marketing</li><li>4. is able to describe the structure of advertisements</li></ol>	

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