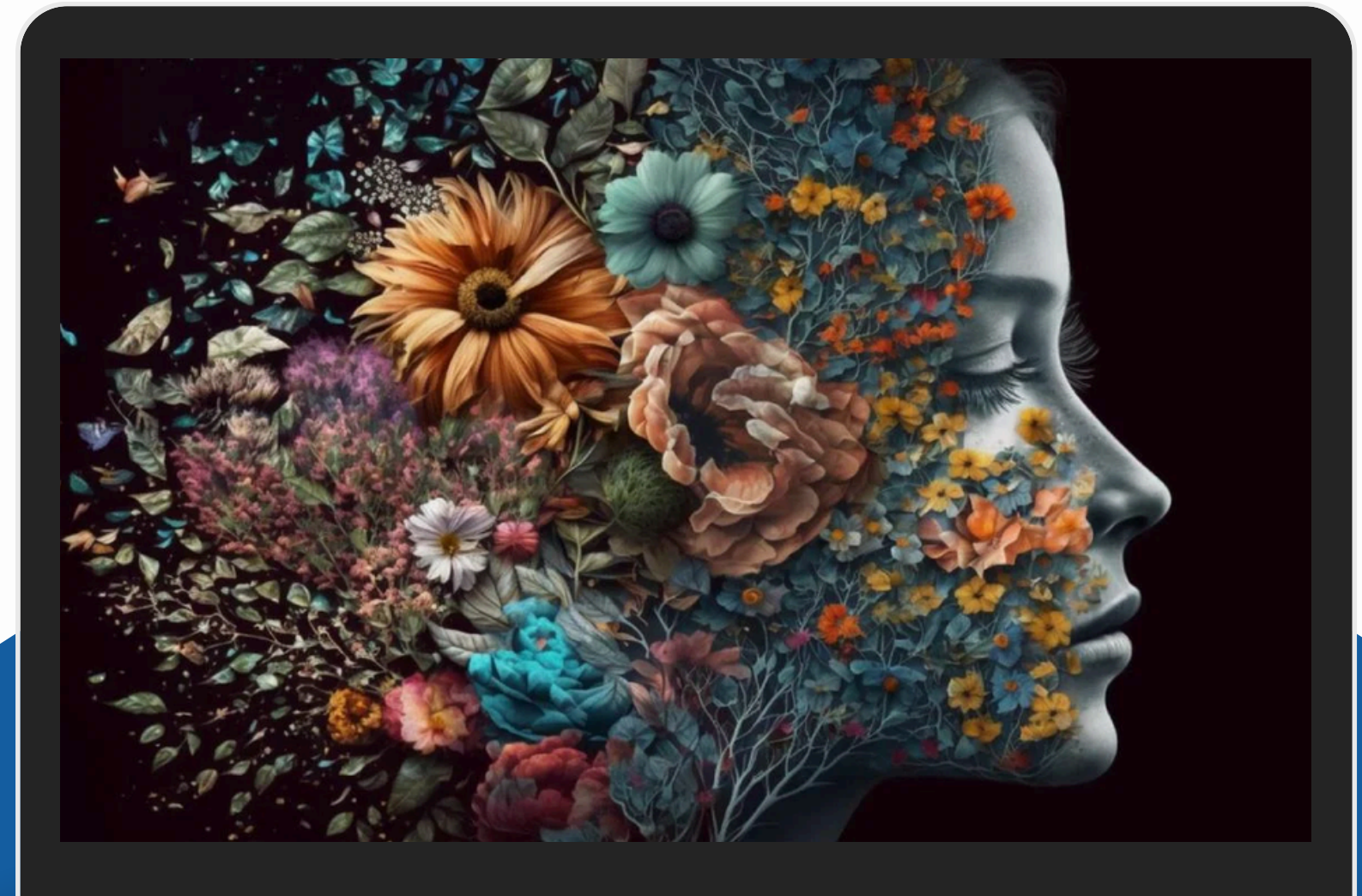




MKT 321

Fundamentals of Psychology

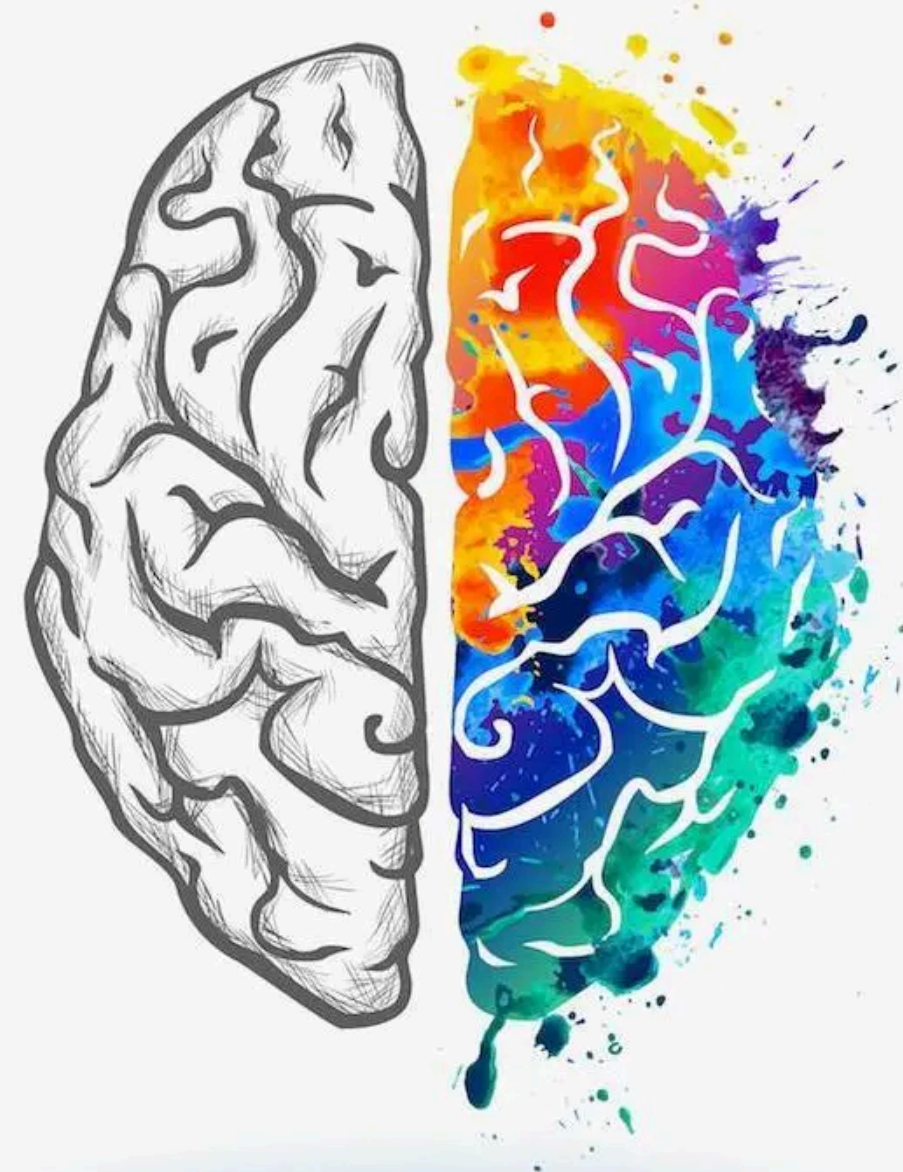
By: Kumar Biswazit Saha



Syllabus

- ▶ Introduction
- ▶ Sensation
- ▶ Perception
- ▶ Learning
- ▶ Motivation
- ▶ Emotion
- ▶ Personality
- ▶ Attitude
- ▶ Social Psychology

- 01
- 02
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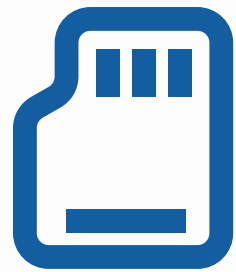


1. Introduction

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| ▶ | Importance | 04 |
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2. Sensation



Definition



Characteristics



Types



3. Perception

01

Definition

02

Sensation vs Perception

03

Factors

04

Types

4. Learning

| | | |
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| ▶ | Definition | 01 |
| ▶ | Components | 02 |
| ▶ | Learning and advertising | 03 |
| ▶ | Habit formation | 04 |
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5. Motivation

01

Definition

02

Types of buying motives

03

Mc Guier's motives

04

Types of demand

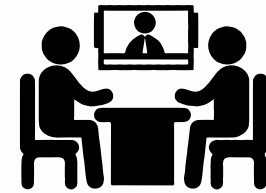
6. Emotion



Definition



Types of feeling



Types of emotion



Feeling in Marketing



7. Personality



Definition

Perspective

Properties

Mechanism

Types

Measurement

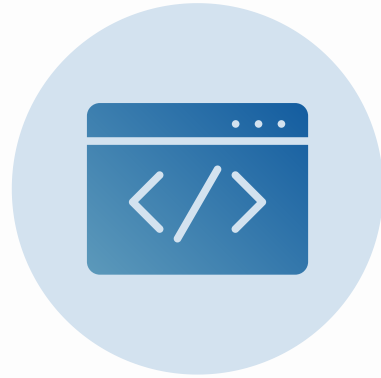


8. Attitude

| | | |
|-------|------------------------|----|
| ▶▶▶▶▶ | Definition | 01 |
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9. Social Psychology



Definition



Elements





THANK YOU!

