

ADVERTISING PSYCHOLOGY

ECONOMICAL
PSYCHOLOGY
SCIENCE OF
NETWORK
NEURO
MARKETING

THE ART OF PERSUASION

Sas István

w e b l a p j a

KÖNYV

Reklám és
Pszichológia

Az ~~2010~~
2011-es
reklám

Sasszem

Konferenciák,
Bemutatók

Bemutakozás,
portré

Tanulmányok

Hosszú
filmek

Reklám
filmek

Főiskolai
előadások PP

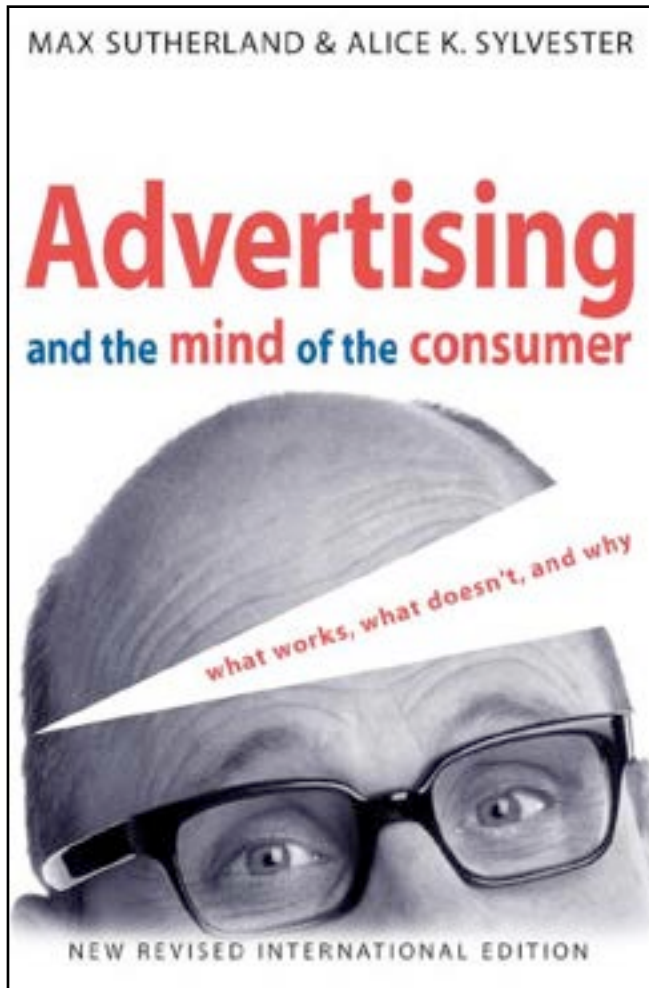
Díjak,
kitüntetések

Shop

Presentations
in English

Kapcsolat

www.sasistvan.hu



questia.com



ADVERTISING AND PSYCHOLOGY

Mission, Conceptions, Theories, Methodology

The art of influence

Conscious and unconscious (Neuromarketing)

Manipulation, Persuasion, (Scale of impressions)

The doors of Reception

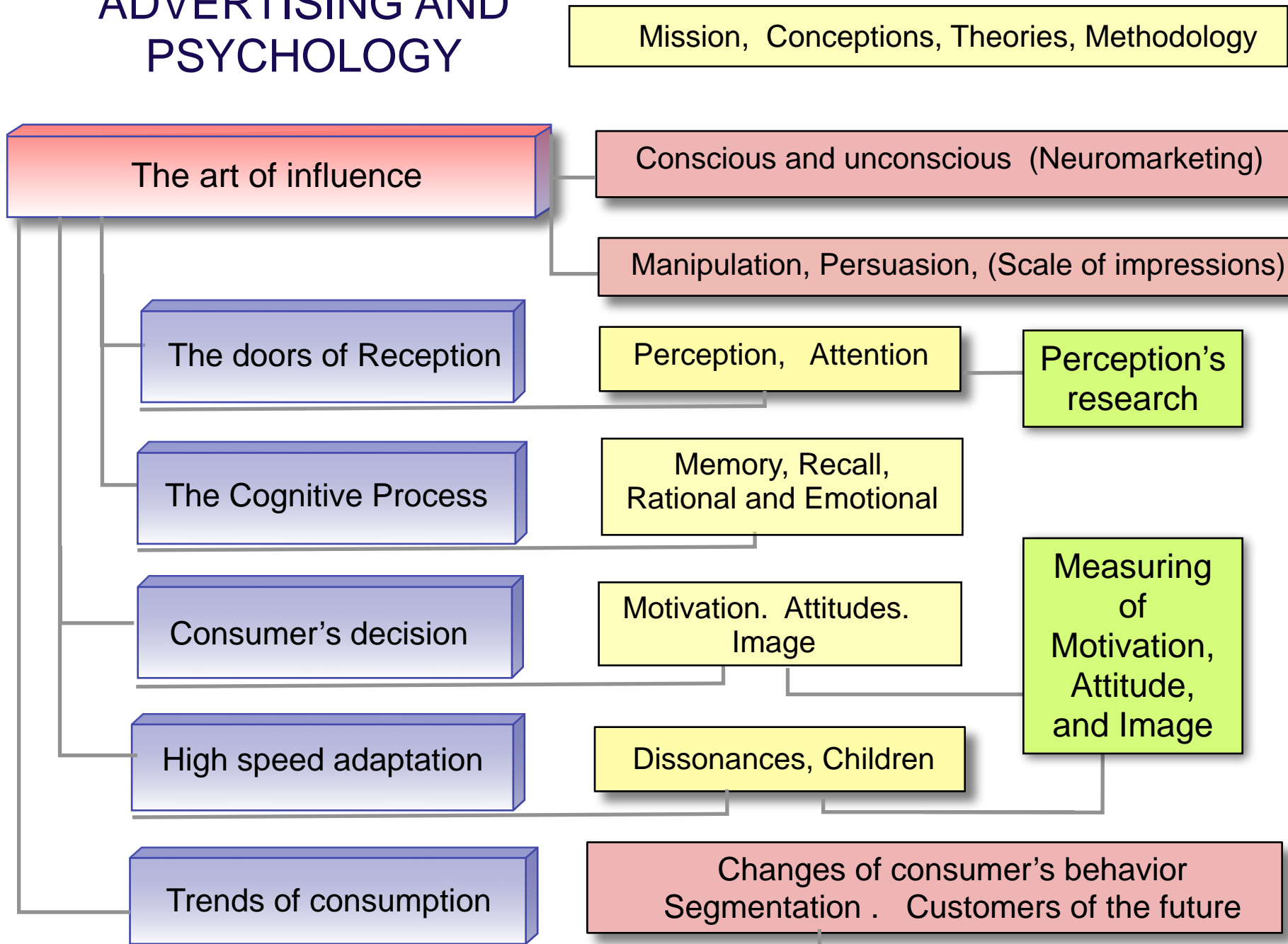
The Cognitive Process

Consumer's decision

High speed adaptation

Trends of consumption

ADVERTISING AND PSYCHOLOGY



LESSONS

1. Mission, Conceptions, Theories, Methodology

2. Conscious and unconscious (Neuromarketing)

3. Manipulation: (Promise, Packaging)

Reception

4. Perception

5. Attention,

6. Perception research

7. Remembering (Recall)

Elaboration

8. Connotation (The Image)

9. Image profiles

10. Motivation

11. Attitude

12. Measuring of Motivations and Attitudes

12. Persuasion (Emotions)

Effect

13. Adaptation (Children)

15. Changes of consumer's behavior.
Idol tracking. The shopper of the future.

14 lectures of Adv. Psych.

ADVERTISING PSYCHOLOGY

1.
PSYCHOLOGY
and
ADVERTISING

SPONTANEOUS AND
PROVOKED ATTENTION

Author:
Prof. Dr. Mustafa
KARAGÖZ

ADVERTISING PSYCHOLOGY

2.
The CONSCIOUS
and
the UNCONSCIOUS

Author: Mustafa Karagoz

ADVERTISING PSYCHOLOGY

3.
The ART
OF INFLUENCE

Mustafa Karagoz

ADVERTISING PSYCHOLOGY

4.
DOORS OF
RECEPTION

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5.
GRABBING
ATTENTION

SPONTANEOUS AND
PROVOKED ATTENTION

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6.
COGNITIVE
ELABORATION
of the content

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7.
BOOSTING
OF
MEMORY

FOR A BETTER REMEMBERING

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8.
THE WORLD OF
ATTITUDES

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9.
THE
MOTIVATION

THE ROAD TO SALE

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10.
QUESTIONNAIRES
for measuring
ATTITUDES, MOTIVATION, IMAGE

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11.
THE IMAGE
and the
IMAGE TRANSFER

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12.
CONVINCING
and
EMOTIONS

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ADVERTISING PSYCHOLOGY

13.
PSYCHOLOGICAL
ACCOMODATION
BETWEEN HEAD AND HEART

ADVERTISING AND CHILDREN

ADVERTISING PSYCHOLOGY

14.
CONSUMERS
OF THE FUTURE

The World of Customer Relations
Segmentation by Psychological Factors