



**AYDIN ADNAN MENDERES UNIVERSITY**  
**BOZDOĞAN VOCATIONAL SCHOOL**  
**MARKETING AND ADVERTISING**  
**MARKETING**  
**COURSE INFORMATION FORM**

Course Title	Industry Psychology								
Course Code	HAT258			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Psychological examination of the individual in working life. To give students the ability to evaluate the interaction between working life and psychology.								
Course Content	Definition of Work Psychology and Related Concepts, Development of Work Psychology, Organizational Culture / Wallach's Organizational Culture Classification: Innovative Culture, Bureaucratic Culture, Supportive Culture, Motivation Process and Motivation Theories, Group Dynamics: Formal and Informal Groups, Leadership in Organizations, Stress Management, Time Management, Change Engineering, Glass Ceiling Syndrome: The Place and Importance of Women in Working Life, Technological Innovations and Effects of New Management Techniques on Employees: Discussion of Mc Luhan's Global Village Concept								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)	Lec. Okan ERTOSLUK								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Sabuncuoğlu, Z., ve Tüz, M. (2007). Örgütsel Psikoloji. İstanbul: Alfa Yayım.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Work Psychology and Basic Concepts
2	Theoretical	Development of Work Psychology
3	Theoretical	Organizational Culture / Wallach's Classification of Organizational Culture: Innovative Culture, Bureaucratic Culture, Supporting Culture
4	Theoretical	Career Management Practices in Organizations: Promotion, Transfer or Relocation, Dismissal, Retirement, Orientation, Organizational Backup
5	Theoretical	Motivation Process and Motivation Theories
6	Theoretical	Group Dynamics: Formal and Informal Groups
7	Theoretical	Leadership in Organizations and the Effects of Leadership on Job Yield / Job Quality
8	Intermediate Exam	Midterm Exam
9	Theoretical	Job Analysis, Job Design, Personnel Selection, Training and Development, Suitability of Work Environment and Impact on Employee
10	Theoretical	Stress Management and Time Management
11	Theoretical	Working Tension, Burnout Syndrome, Mobing
12	Theoretical	Change Engineering / Investigation of Company Samples
13	Theoretical	Glass Ceiling Syndrome: The Place and Importance of Women in Working Life
14	Theoretical	The Impact of Employee Psychology on Work Accidents / Case Studies
15	Theoretical	Technological Innovations and Effects of New Management Techniques on Employees: Discussion of Mc Luhan's Global Village Concept
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	2	2	1	6
Midterm Examination	1	4	1	5
Final Examination	1	7	1	8
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to analyze psychological characteristics of people in working life.
2	To have knowledge about the causes and consequences of human behavior in working life.
3	To be able to learn the factors that affect working psychology.
4	To be able to evaluate the effects of technological developments on working life.
5	To learn the basic elements of motivation process.

**Programme Outcomes (Marketing)**

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

