

**ﺑسمه تعالی**

ﻃﺮﺡ ﺩﺭﺱ ﺟﻬﺖ ﺍﺭﺍﺋﻪ ﺩﺭ ﻧﯿﻤﺴﺎﻝ تحصیل اول 1404-1403

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| **گروه مدیریت بازرگانی** | | | | **ﮔﺮﻭﻩ** | **دانشکده مدیریت و اقتصاد** | **ﺩﺍﻧﺸﮑﺪﻩ** |
| **دکتری** | | | | **ﻣﻘﻄﻊ** | **مدیریت بازاریابی** | **ﮔﺮﺍﯾﺶ** |
|  | **ﻧﻈﺮﯼ ■** | **ﭘﺎﯾﻪ □** |  | **ﻧﻮﻉ ﺩﺭﺱ** | **مبانی نظری و فلسفی بازاریابی** | **ﻧﺎﻡ ﺩﺭﺱ** |
| **ﻋﻤﻠﯽ □** | **ﺗﺨﺼﺼﯽ ■** |
| **ﻧﻈﺮﯼ-ﻋﻤﻠﯽ □** | **ﺍﺧﺘﯿﺎﺭﯼ □** |
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 ﺍﻫﺪﺍﻑ ﺩﺭﺱ:

آشنايي با فلسفه، اصول و مفاهيم اساسي در علم بازاريابي، و نيز مروري بر مهمترين نظريه ها و رويكرد هاي بازاريابي در عصر معاصر؛ و بطور كلي درك مباحث نظري و بررسي جامع از سير تحول بازاريابي و مديريت بازار در عرصه جهاني از اهداف عمده اين درس مي باشد.

 **ﺭﺋﻮﺱ ﻣﻄﺎﻟﺐ ﻭ ﺑﺮﻧﺎﻣﻪ ﺍﺭﺍﺋﻪ ﺩﺭ ﮐﻼﺱ:** )ﺩﺭ ﺻﻮﺭﺗﯽ ﮐﻪ ﻭﺍﺣﺪ ﻋﻤﻠﯽ ﯾﺎ ﻧﻈﺮﯼ-ﻋﻤﻠﯽ ﺑﻮﺩ، ﻧﻮﻉ ﺁﻣﻮﺯﺵ ﺩﺭ توﺿﯿﺤﺎﺕ ﺑﯿﺎﻥ ﺷﻮﺩ(

* مروري بر مباني فلسفي بازاريابي
* بازاريابي: اصول و مكاتبات
* بازاريابي در عصر نوين
* بازاريابي: تحولات و چالش ها در قرن 21
* بازاريابي اجتماعي
* بازاريابي فرا مدرن
* بازاريابي كلا ن
* بازاريابي سياسي
* بازاريابي و فناوري هاي جديد
* بازاريابي كارآفرينانه
* مروري اجمالي بر مفاهيم نوين بازاريابي: بازاريابي پنهان، بازاريابي معكوس، بازاريابي كميني، بازاريابي ترس، بازاريابي همهمه اي، بازاريابي كروي، بازاريابي بشارتي، بازاريابي ناب، يازاريابي آشوب و ...

 ﺭﻭﺵ ﺍﺭﺯﺷﯿﺎﺑﯽ:

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| انتخاب، بررسي و ارايه يك موضوع بديع در حوزه بازاريابي | 20 |
| ازمون پايان ترم | 55 |
| مجموع | 100 |

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