



Universitat Autònoma
de Barcelona

2019/2020

Psychology of Advertising Communication

Code: 102561

ECTS Credits: 6

Type: OT Year: 4 Semester: 2

Contact

Name: Berta Conill Purgimon

Email: berta.conill@uab.cat

Use of languages

Principal working language: Catalan

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Teachers

Joan Pons Bauzá

Prerequisites

THERE ARE NO MANDATORY PREREQUISITES FOR THIS SUBJECT

Objectives and Contextualisation

Familiarize the student with the world of advertising communication.

Know how to place advertising in the context of social sciences and psychology.

Know how advertising campaigns are planned and at what stage the psychologist can intervene.

Apply psychological knowledge to the creation of an advertisement or advertising campaign.

Skills

- Apply knowledge, skills and acquired values critically, reflexively and creatively.
- Communicate efficiently, using the appropriate media (oral, written or audio-visual) taking into account diversity and all elements that may ease communication or make it more difficult.
- Criticise the effects of personal practice on people, taking into account the complexity of human diversity.
- Distinguish and relate the different focuses and theoretical traditions that have contributed to the historical development of psychology as well as its influence on the production of knowledge and professional practice.
- Identify and describe the processes and stages in psychological development through the life cycle.
- Identify, describe and relate the structures and processes involved in basic psychological functions.
- Prepare and write technical reports on the results of the evaluation, research or services requested.
- Recognise the diversity of human behaviour and the nature of differences in it in terms of normality abnormality and pathology.
- Take decisions in a critical manner about the different research methods in psychology, their application and the interpretation of the results deriving from them.
- Use different ICTs for different purposes.
- Work in a team.

Learning outcomes

1. Analyse and interpret the results of experiments on communication and memory.
2. Analyse the social effects of mass communication media.
3. Apply knowledge, skills and acquired values critically, reflexively and creatively.

4. Apply the corresponding explicative model of behaviour according to the situation or context.
5. Criticise the effects of personal practice on people, taking into account the complexity of human diversity.
6. Demonstrate that social contexts different from contexts in which communication is addressed to adapt to them.
7. Describe and relate the different phases of cognitive processing and the communicative expression of that processing.
8. Design scientific studies on the characteristics of communication and its impact on the recipients.
9. Discriminate and differentiate the different levels of communication (animal versus human) and factors involved.
10. Identify and describe changes in human memory throughout the life cycle.
11. Recognise the emotional, linguistic and nonverbal factors that facilitate or impede communication.
12. Use different ICTs for different purposes.
13. Work in a team.
14. Write reports from the results of studies on communication credibility and reliability.

Content

BLOCK A: Advertising

Advertising as mass communication
Definition and its aim of advertising

BLOCK B: The advertising agency

Agency Departments
The role of a psychologist in the advertising agency

BLOCK C: The advertising campaign

Campaign goals: commercial and / or informational
The briefing
The communication proposal
Advertising strategy planning

BLOCK D: The advertising language

Slogan, brand and brand image
The language of the senses in Advertising communication
Fragrance marketing
Gender and advertising
Advertising music

BLOCK E: The media from the perspective of advertising

Characteristics of the mass media:
- New advertising forms
- Posters, billboards, press, radio, cinema, television, internet...

Methodology

Master Classes: we are going to deal with theoretical contents to be able to make, in work groups, an advertising campaign that will be presented orally at the end of the semester and where a written work will be delivered.

Seminars: the practical application of these theoretical contents and scientific articles will be worked on. The student will work in a group.

Supervised Practical Classes: a specific topic will be proposed, where some aspect of psychology has a fundamental role in advertising communication.

Activities

Title	Hours	Learning outcomes
Type: Directed		
Master classes (theory)	24	1, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13
Practical lessons	6	3, 5, 9, 13, 14
Seminaries	6	3, 5, 13
Type: Supervised		

Work development	8	4, 10, 13
Oral presentations	6	13
Tutorials	8	14
Type: Autonomous		
Teamwork	30	7, 10, 13, 14
Reading of texts	10	1, 2, 4, 11
Market research and y information search	26	7, 10, 13, 14
Graphic and product design	26	7, 10, 13, 14

Assessment

The evaluation, which is continuous, will be carried out by performing:

1.- Delivery of the group work of the advertising campaign aimed at highlighting the knowledge acquired from the master classes. The grade will be 45% of the overall grade. (Approximate delivery of the work in the month of May. It will be monitored how it is built during the tutoring hours).

2.- Oral presentation. Each working group must make an oral presentation and deliver the presentation in PowerPoint. The grade will represent 15% of the overall rating. (The presentations will be made between the end of May and the beginning of June).

3.- Practices. Each group must make, on the one hand, a design of a wrapper for a product, idea or service, will work it and expose it in class. The grade will be 20% of the overall grade. (The presentations will be made between the end of May and the beginning of June).

4.- Seminars. A specific topic will be proposed and each student will work on the development of the topic. A written report will be submitted. The grade will represent 10% of the overall grade. (It will be done in person in the classroom).

5.- Tutoring and participation. Follow-up tutorials of the advertising campaign will be carried out in work groups; the grade assigned to these tutoring sessions will be the same for all members of the work team. In parallel, debates will be generated and all contributions made by the student to the subject will be valued. All this will mean 10% of the overall rating.

The final grade of the continuous evaluation will be obtained from the weighted average of the evaluation activities carried out. Students who obtain a grade equal to or greater than 5 points will be considered to pass the subject.

In case of suspension, a recovery test may be made. Students who are suspended with a grade equal to or greater than 3 and who have completed at least 3 of the 5 assessment activities may take this test. This test will consist of five semi-open questions of the contents given in the master classes. The mark of this recovery test will average the activities presented and will form the final grade for the subject.

A student who has provided evidence of learning with a weight equal to or greater than 40% may not be listed as 'Not evaluable'.

<https://www.uab.cat/web/estudiar/graus/graus/avaluacions-1345722525858.html>

Assessment activities

Title	Weighting	Hours	Learning outcomes
Realization of the advertising campaign (based on the master classes)	45%	0	1, 2, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14
Campaign exhibition (oral presentation)	15%	0	13, 14
Packaging Design (practical classes)	20%	0	3, 5, 9, 13
Written report (seminars)	10%	0	3, 5, 13
Tutoring and participation	10%	0	1, 3, 5, 14

Bibliography

Añaños, Elena; Estaún, Santiago; Tena, Daniel; Mas, Maria Teresa i Valli, Anna (2009) Psicología y Comunicación Publicitaria. Bellaterra: Servei de publicacions de la UAB.

García Uceda, Mariola (2001) Las claves de la publicidad. Madrid: ESIC Editorial

Optional bibliography:

Cerezo, Manuel (2006). Taller de publicidad. Barcelona: Octaedro

Cuesta, Ubaldo (2004). Psicología social cognitiva de la publicidad. Madrid: Fragua

Goldstein, E. Bruce (2011). Sensación y percepción. Traducción: Antonio Núñez Ramos, Lorena Peralta Rosales; revisión técnica: Magali López Lecona. México: Cengage Learning.

Guijarro, Toni y Muela, Clara (2003). La música en publicidad. Madrid: CIE Dossat