

**Psychology of Perception Applied to Advertising
and Public Relations**

Code: 103129
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	2	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Berta Conill Purgimon

Prerequisites

Those contemplated in the teaching plan.

Objectives and Contextualisation

It is expected that at the end of the study of the subject the students will be able to:

- Identify the perceptual characteristics of advertising productions and use them in the analysis and creation of advertising materials.
- Know the importance of the research for the obtaining of data and conclusions applying the contents of Psychology of perception to Publicity and Public Relations.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate knowledge of the psychological fundamentals of persuasive communication (attention, memory, interest, processes of idea association, conviction and desire).
- Manage time effectively.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Identify and interpret the repertoire of emotions that can play a role in turning need-desire into a purchase attitude.
4. Manage time effectively.
5. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
6. Rigorously apply scientific thinking.

Content

1. Introduction: Psychology and Advertising Communication.
2. Basis of the investigation in Psychology of the perception applied to the PRP.
3. The perceptive-sensory process and the factors that influence it.
4. The advertising that reaches us through the senses:
 - 4.1. Visual perception: the suggestion of colours, shapes and illustrations.
 - 4.2. Hearing perception: sound and musical elements of Advertising.
 - 4.3. The chemical perception: the taste and smells of Advertising.
5. Introduction to the Sensory Marketing.
6. Perceptive elements and representation of gender in Advertising and PRP.

"The content of the subject will be sensitive to aspects related to the gender perspective".

Methodology

Teaching methodology includes supervised and autonomous activities, and will combine theoretical classes with

The methodological integration will be carried out from the use of the MOODLE classrooms of the UAB.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminar Sessions	15	0.6	2, 1, 4
Theoretical Classes	37.5	1.5	6, 3

Type: Supervised

Supervised Tutoring	7.5	0.3	2, 1
Type: Autonomous			
Autonomous	82.5	3.3	6, 2, 4, 3

Assessment

The competences and the subject will be evaluated through the following activities:

- Exam (40% of the note).
- Assistance, participation and delivery of the reports of the Seminars (10%).
- Course work (50% of the note).

a)

CONTINUOUS EVALUATION: to pass the subject in the continuous evaluation, all assessments (Exam, Course

- In the Exam (Theory). Have a note greater than or equal to 5.
- At Work: Have a note higher than 5.
- In the Seminars: having attended and having a note exceeding 5 in ALL the Seminars.

b)

RECOVERY: There will be recovery of the SUSPENDED ACTIVITIES in the continuous evaluation. The condition

- EXAM (Theory): a note of less than 5 has been obtained in the continuous evaluation exam.
- WORK: A note of less than 5 has been delivered and obtained in the continuous evaluation.
- SEMINARS: you have only attended and you have 3 Seminars.

Recovery conditions:

- EXAM (THEORY): The recovery will be done through an examination of the same type as the one of the continuous evaluation.
- WORK: The recovery will be done by repeating the work of the subject and / or the incorrect sections.
- SEMINARS: The written work corresponding to the seminar to which the student has not attended will be delivered.

To approve the subject after recovery, all the recoveries of the activities (Exam, Work of course and Seminars) must be approved.

- In the Recovery Exam (theory): have a note greater than or equal to 5.
- At work: have a note greater than 5.
- In the seminars: obtain a note greater than 5 in ALL the Seminars.

The final note obtained after the recovery will be calculated according to the same criteria as in the continuous evaluation.

a)

TO UPLOAD THE NOTE: Students who have obtained a note equal to or greater than 8.5 in the continuous evaluation.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course Work	50%	3	0.12	6, 5, 2, 1, 4, 3
Exam	40%	3	0.12	6, 2, 4, 3
Participation and reports of the seminars	10%	1.5	0.06	1, 3

Bibliography

Anarte Ortiz, María Teresa.(2008). *Psicología aplicada a la publicidad y a las relaciones públicas*. Universidad de Málaga. Servicio de Publicaciones.

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Añaños, Elena. (1999). *Psicología de la atención y de la percepción*. Guía de estudio y evaluación personalizada. Barcelona: Publicaciones de la UAB. Edición electrónica en CD-ROM

Beltran, Rafael. (2005). *La ambientación musical en radio y televisión. Selección, montaje y sonorización*. Madrid: Instituto oficial de radio y televisión.

Cuesta Cambra, Ubaldo (2004). *Psicología social cognitiva de la Publicidad*. Madrid: Fragua Comunicación.

Goldstein, Bruce. (2012). *Sensación y Percepción (8ª Edición)*. Thompson editorial.

Hernández-Callejón, Mario (2017). *Noteeting sensorial: un recorrido por todos los sentidos: estudio empírico aplicado al Noteeting Olfativo*. Ediciones EAE.

Jauset, Jordi (2014). *Música y Cerebro. Una pareja saludable*. Barcelona: Círculo Rojo.

Dorrian, Michael y Lucas, Gavin y (2006). *Publicidad de guerrilla. Otras formas de comunicar*. Barcelona: Gustavo Gili, S.A.

García, Silvia y Thomas, Helena (2011). *Psicología aplicada a la publicidad*. Editorial Dykinson, S.L.

Guijarro, Antonio y Muela, Clara (2003). *La música en publicidad: la voz, los efectos y el silencio*. Madrid: Dossat 2000 SL.

León, José Luis (1996). *Los efectos de la publicidad*. Barcelona. Ariel.

Manzano, Roberto y otras (2012). *Noteeting sensorial. Comunicar con los sentidos en el punto de venta*. Ed. Prentice Hall.

Ortega Martínez, Enrique (2004). *La comunicación publicitaria*. Madrid: Pirámide.

Pérez Fernández, Vicente, Gutiérrez, María Teresa y otros (2005). *Procesos Psicológicos Básicos. Un análisis funcional*. Pearson Educación.

Peris, Alfredo y Cuadrado, David (2007). *Los 5 sentidos de la venta. Un camino sensorial para vender*. Ed. Granica.

Santiago de Torres, Julio. (2006). *Procesos Psicológicos Básicos (2ª ed.)*. McGraw-Hill/Interamericana de España, S.A.

Sloboda, John (2014). *La Mente Musical: La Psicología Cognitiva de la Música*. Madrid: Machado grupo de distribución S.L.

Tudela, Pío. (2014). *Percepción y Atención*. Ed. Centro estudios Financieros.

ELECTRÓNIC BOOKS:

Añaños, Elena.: *Psicología de la Atención y de la Percepción. Guía de estudio y evaluación personalizada*. Publicaciones de la UAB. Edición electrónica en CD-ROM.

Heller, Eva y Chamorro, Joaquín (2004). *Psicología del color. Cómo actúan los colores sobre los sentimientos y la razón*. Ed. Gustavo Gili.

Luna, María Dolores y Tudela, Pío (2011). *Percepción Visual*. Ed. Trotta

Sierra Vázquez, Vicente (2014). *Psicología de la Percepción: prácticas*. Ed. Síntesis.