

**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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Albert Vinyals Ros
Email: Albert.Vinyals@uab.cat

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.
- Identify the perceptual characteristics of advertising productions to use them in the creation of advertising materials
- Know the importance of research and the scientific method to obtain data.
- Understand the functioning of basic psychological processes involved in consumer behavior, such as attention, perception, sensation, learning and memory
- Understand the functioning of psychological processes involved in decision-making, especially emotions.
- Introduce the gender perspective in advertising perception.
- Encourage attitude and critical thinking
- Promote respect for ethics in the exercise of the profession.

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. Consumer psychology.
 - 1.1. Research bases in Perception Psychology applied to PRP
2. Routes of entry of the stymolous to the organism:
 - 2.1. The attention.
 - 2.2. The sensation: the senses in advertising perception: visual, auditory and chemical perception.
 - 2.3. The perceptual process and the factors that influence it.
3. Storage and retrieval: learning and memory.
4. Decision making: fast and slow thinking. Emotions in advertising.

Methodology

The distribution of time will consist of:

- * 55% autonomous work.
- * 35% of directed work (teaching and seminars).
- * 5% of supervised activities.
- * 5% evaluation.

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.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: th

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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 (50% of the note).
- Assistance, participation and delivery of the reports of the Seminaries (20%).
- Course work (30% 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 conditions are:

- 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 seminary 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.

c)

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

* The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course Work	30%	2.5	0.1	6, 5, 2, 1, 4, 3
Exam	50%	2	0.08	6, 2, 4, 3
Participation and reports of the seminars	20%	3	0.12	1, 3

Bibliography

Basical:

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

Boada Calbet, H. (2001). *Processos psicològics bàsics*. Barcelona: Ensenyament Obert.

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

Kahneman, D. (2012). *Pensar rápido, pensar despacio*. Debate.

Morgado, I. (2012). Cómo percibimos el mundo. *Revista nº 1*.

Shiffman y Kanuk (2005). *"Comportamiento del Consumidor*. Madrid: Editorial Pearson.

Vinyals, A. (2019). *El consumidor tarado*. Barcelona: Amazon.

Complementary:

Ariely D. (2008) *Las trampas del deseo* . Londres: Harper Collins Harper Collins.

Braidot, N. P. (2006). *Neuromarketing: neuroeconomía y negocios*. Barcelona: NorteSur.

Dooley, R. (2011). *Brainfluence: 100 ways to persuade and convince consumers with neuromarketing*. John Wiley & Sons.

Dubois, B. y Rovira, A. (1998) *Comportamiento del Consumidor. Comprendiendo al Consumidor*. Madrid: Prentice Hall, 2ª Edición.

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

Klein, N. (2000) *No logo. El poder de las marcas*. Barcelona: Paidós.

Manzano, R. et al. (2012). *Marketing sensorial. Comunicar con los sentidos en el punto de venta*. Ed. Prentice Hall.

Myers, David G. (2011) *Psicología*. 9.a ed. Madrid: Médica Panamericana.

Quintanilla Pardo, I. (2002) *Psicología del Consumidor*. Madrid: Prentice Hall.

Ruiz Maya, S. Y Alonso Rivas, J. (2013) *Casos prácticos de comportamiento del consumidor*. Madrid: Editorial ESIC.

Santiago de Torres, J. [et al]. (2006) *Procesos psicológicos básicos*. 2a ed. Madrid: McGraw-Hill.

Thaler, R. H. (2016). Todo lo que he aprendido con la psicología económica. *Barcelona, Deusto*.

Zaltman, G. (2003) *Cómo piensan los consumidores*. Barcelona: Empresa Activa.

BLOG:

<http://psicologiadelconsumo.wordpress.com/>

Software

No specific software is required