



# Mahatma Gandhi University

## Kottayam

<b>Programme</b>						
<b>Course Name</b>	<b>PSYCHOLOGY OF ADVERTISEMENT</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	<b>MG2MDCPSY101</b>					
<b>Course Level</b>	<b>100</b>					
<b>Course Summary</b>	This course aims to provide students with a comprehensive understanding of the psychological principles and techniques used in advertisements to persuade and influence consumer behavior.					
<b>Semester</b>	2	Credits			3	Total Hours
<b>Course details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	60
		2	0	1	0	
<b>Pre-requisites, if any</b>						

# Syllabus

## COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PSO No
1	Illustrate the basic concepts related to advertisement and its psychological perspective.	U	2
2	Determining the influence of advertisements in acquiring and processing information and respective attitude and behavioral changes of customers	A	1
3	Analyze different psychological techniques of advertisement that help to memorize and retrieve	An	2, 4

	information.		
4	Examine the necessity of adopting ethical standards of advertisement while attaining the company objectives.	An	6, 8
<b><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs.	CO No.
1	<b>Module 1: Fundamentals of Advertising and Its Psychological Perspective</b>		<b>15</b>	
	1.1	Advertisement: Concept, Objectives, Scope, The AIDA Model, Integrated Advertising, Elements of Advertisement  Classification of advertising – Television, Radio, Print, online, Billboard, In-store, Word of Mouth, Endorsement	8	1
	1.2	Advertisement: A Psychological perspective – Classical and Operant Conditioning in Advertising (Highlight examples for each concept)	7	1
2	<b>Module 2: Acquiring and processing information from advertisement</b>		<b>15</b>	
	2.1	Individual Determinants in the decision-making process – Motivation and Involvement – Attitudes – Personality and Self-Concept – Learning and Memory	5	2
	2.2	Processing of information from advertising – Re-attentive analysis, Focal attention, Comprehension, Elaborative reasoning.	5	2
	2.3	Effects of Advertising on Consumer Behavior - Highlighting product benefits, Entertainment, building trust and confidence, social perception, motivating to purchase, familiarizing brands	5	2

3	<b>Module 3: Practicum</b>		<b>30</b>	4
	3.1	Psychological analysis of advertisement in print and visual media – 3 each		4
4	<b>Teacher specific content</b>			

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <p>Direct Instruction: Brain storming lecture, Explicit Teaching, E-learning.</p> <p>Case Studies: Dhathri ('false' hair advertisement), Volkswagen (false claims on 'Clean Diesel' vehicle), Red Bull ("give you wings."), Kellogg's (Rice Krispies boost our immune system),</p> <p>Interactive Instruction: Active co-operative learning, Seminar, Group Assignments facilitated by respective lecturer.</p> <p>Authentic learning: Library work and Group discussion, Presentation by individual student/ Group representative monitored by the teacher</p>
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p>A Continuous Comprehensive Assessment (CCA) Total marks – 30</p> <p>MCQ</p> <p>Open book exam</p> <p>Group discussion</p> <p>Reviews</p> <p>(Any tasks can be assessed by the faculty)</p>
	<p><b>C. Semester End examination</b></p> <p>Essay type question – 2 out of 4 (15 marks each)</p> <p>Short answer type – any 10 out of thirteen (2 marks each)</p> <p>MCQ – 10 questions (1 mark each)</p> <p>One sentence/ Match the following/Fill in the blanks – 10 questions (1 mark each)</p> <p><b>Total marks – 70</b></p>

## References

Belch, G.B., & Belch, A.M. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE)*. McGraw Hill Education.

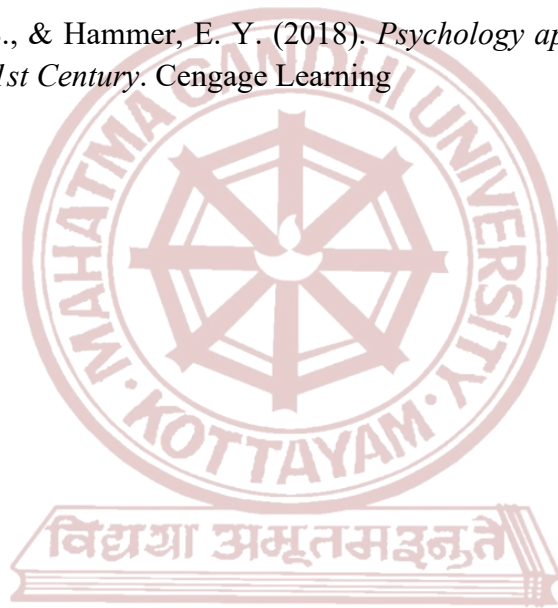
Dave, S. (2023). The power of memory in advertising - How the brain remembers ads. *Incivus - Perception Technology*. <https://incivus.ai/blog/the-power-of-memory-in-advertising/>

Fennis, B. M., & Stroebe, W. (2010). *The Psychology of Advertising*. Hove and New York: Psychology Press, Taylor & Francis Group.

Marilyn Y. Jones, Robin Pentecost, & Gabrielle Requena. (2003). Memory For Advertising and Information Content: Comparing the Printed Page to the Computer Screen. *Advances in Consumer Research*, 30.

Rani, M. N. (2021). Ethical issues in advertising. *Business Studies Journal*, 13(S4), 1-7.

Weiten, W., Dunn, D. S., & Hammer, E. Y. (2018). *Psychology applied to modern life: Adjustment in the 21st Century*. Cengage Learning



**MGU-UGP (HONOURS)**

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