

Spring 2021

ADVERTISING PSYCHOLOGY

Course Title	Advertising Psychology	Course No.	P34517-01
Department/Major	Psychology	Credit/Hours	3
Class Time/ Classroom	Monday (2:00 – 3:15 p.m.) & W (12:30 - 1:45 p.m.)/ Classroom to be determined First class meeting (March 3) will be held via Zoom.		
Instructor	Eunice Eun-Sil Kim, Ph.D.	Dept. of Psychology	
		Tel: 02-3277-3027	
Hours/Office Location	By appointment #416 Ewha-Posco Hall		

- THE COURSE SCHEDULE IS SUBJECT TO CHANGE DEPENDING ON THE EVOLVING SITUATION OF COVID-19. I'LL MAKE EVERY EFFORT TO BE CONSIDERATE OF YOUR CONCERNS DURING THIS UNPRECEDENTED SITUATION.
- WE ARE CLOSELY MONITORING THE SITUATION AND WILL KEEP YOU INFORMED AS NEW INFORMATION ARRIVES. PLEASE VISIT EWhA CYBER CAMPUS ([HTTP://CYBER.EWHA.AC.KR](http://cyber.ewha.ac.kr)) REGULARLY AND KEEP UP WITH THE UPDATES.

1. Course Description

This course is designed to help students understand the psychology of persuasion in advertising and marketing communications. This course will provide students with an overview of the key psychological concepts and persuasion theories and how those apply to advertising and marketing communication decisions. This course will also provide an overview of the strategic planning process required to develop a successful advertising and/or integrated marketing communications (IMC) campaign. The overall goal of this course is to deepen and broaden your understanding of psychology of persuasion in advertising and marketing communications and apply the knowledge to current advertising and IMC practices.

2. Course Format & Course Website

Various topic and readings will be covered during the regularly scheduled class period. Lecture and comments about the topic will be provided at class meetings. Attendance and participation at lecture sessions are essential to your success in this course.

You are encouraged to keep up with their performance in the class, pick up lecture materials and other useful information about course content, and check grades and announcements by visiting Cyber campus regularly. Be sure to receive emails from the professor by registering the email address you regularly check in the system.

In response to the COVID-19 situation, our class will be offered in online via two formats.

- For **every Monday session**, our class will be delivered electronically via Zoom (<https://zoom.us>) in a form of live online meeting (video conferencing) **during the regularly scheduled class period (Monday 2:00-3:15 p.m.)**. Students are expected to join from a suitable, quiet location, with a computer that permits full participation in the class activities, including use of video.
- The first Zoom meeting will take place on **March 3 (Wednesday, 12:30-1:45 p.m.) for orientation**. The URL link for the class meeting is available on Cyber Campus.
- For **every Wednesday session (beginning from March 10)**, online recorded lecture will be provided and posted on Cyber Campus. Students are required to watch the video recorded by the professor and complete the assignment or quiz prior to the deadline.

3. Course Evaluation

Midterm Exam (20%)	100 points
Final Exam (20%)	100 points
Lead Discussion (15%)	75 points
Assignments & Quizzes (20%)	100 points
Midterm & Final Exam Practice Questions (10%)	50 points
Class Attendance & Participation (15%)	75 points

TOTAL (100%)	500 points
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Grading system: Absolute grading

Letter Grade	100 Scale (100%)
A+	94-100%
A	91-93.9%
A-	90-90.9%
B+	87-89.9%
B	84-86.9%

B-	80-83.9%
C+	77-79.9%
C	74-76.9%
C-	70-73.9%
D+	66-69.9%
D	64-66.9%
D-	60-63.9%
F	Below

Final letter grades will be assigned based on your final point total at the end of the semester. Please note: to ensure fairness, all numbers are absolute, and will not be rounded up or down at any stage.

1. Exams (40%)

Exam is designed to test your knowledge and application of the main ideas covered in the lecture material, assigned readings, assignments/quizzes, class discussions, team presentations, and videos. Throughout the semester there will be **TWO** exams, which will be held during the regularly scheduled class period. Exams will be administered **ONLINE** with the **OPEN-BOOK METHOD**. The exams will be primarily made up of multiple-choice questions, true/false, and short essay-type questions. **NO MAKE-UP** opportunities will be offered unless valid excuse is presented and approved in advance by the professor. If a student misses an exam without a legitimate reason, the student will receive a zero for that exam.

2. Lead Discussion (Team Presentation) (15%)

We will create five teams and each team will host a discussion session. On the assigned week, a team will be asked to take the role of the "discussant leader." As the discussant leading team, your team is expected to read each article carefully before class, initiate discussions, summarize the reading, and answer questions that other students or I will pose to you. Each session will start with the leading team presenting the key concepts and background/theory. The team should also provide examples of current advertising and integrated marketing communications practices and discuss how they relates to the topics. Finally, the team will be responsible for generating a set of 4-5 discussion questions. You can use everything (e.g., powerpoint slides, handouts, exercises, quizzes, video) that is useful to explain, illustrate, and integrate the reading material.

Due to the COVID19 pandemic, lead discussion will be held **ONLINE** during the regularly scheduled class period. This assignment is due **ONE WEEK PRIOR** to the week your team is assigned to lead class discussion.

Peer Evaluation:

All members of the group must contribute to the preparation of the project and participate in the presentation. All students will have a chance to evaluate the level of participation of the members in their group. Your peers on your team will grade your performance; this includes your attendance and participation in group meetings and effort and contributions towards your team presentation. I respect your right to privacy, so fill it out in private and email it to me on the day it is due. This form is **CONFIDENTIAL**.

Your individual grade for the team presentation is **SUBJECT TO ADJUSTMENTS** according to **YOUR AVERAGE PEER EVALUATION**. Your grade will be significantly lowered by a poor peer evaluation. If your team does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade.

If you have any problems with your group or a particular group member, you need to address and resolve it **immediately**.

3. Assignments & Quizzes (20%)

To encourage you to keep on schedule with the lectures and pay attention to classes, there will be assignments and quizzes. These will be based on the lecture and/or team presentation in which the assignment or quiz is administered. Your assignment or quiz must be completed within **FIVE DAYS** of the date assigned.

All due dates for assignments and quizzes, once set, are final. If an assignment or quiz is not received prior to the deadline, a grade of **ZERO** will be assigned unless PRIOR arrangements are approved by the professor.

4. Practice Exam Questions (10%)

Each of you will create practice questions for midterm and final exams. You are expected to post your questions on the Cyber Campus board and provide what you think is the right answer for your question. You are also expected to provide feedback to questions posted by your classmates.

5. Attendance & Participation (15%)

Class attendance is the student's responsibility. Students are expected to arrive at class on time and to stay for the entire class period (or until dismissed). Random arrivals and exits are unprofessional and distracting.

You will lose **5 POINTS FOR MISSING A CLASS** (which includes Zoom live conference). Students who are **TARDY TWICE** will be counted **ABSENT ONE CLASS**. According to the University regulation, if a student is absent for **ONE-THIRD** of the semester, the student receives a grade of F or U for the course.

In order to receive an excused absence, you must let the professor know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes. You are also responsible for any information missed during an absence.

Excused absences include:

- International contests, workshops, training, practice teaching, etc. in which certification is authorized by the director of the organization or event.
- An official, University sponsored event requiring you to be off campus during the regularly scheduled class/examination time.
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note, medical certification, or prescription).
- A family emergency (certificate of family relationship, death certificate).

Attendance Policy for online recorded lecture:

In a distance education context, documenting that a student has logged into an online class is not sufficient, by itself, to demonstrate academic attendance by the student (Federal Student Aid Handbook, 2016, p. 886). Essentially, you must be required to do more than just "log in" Cyber Campus; you should complete watching the online lecture posted on Cyber Campus **AND** complete the given assignment (e.g., post on Cyber campus, submit quiz) prior to the due date to be documented as having attended an online class session.

Participation:

Whether this course is interesting and productive depends on you. Because this class relies heavily on your ideas, your reactions, and your questions, your constant participation is extremely critical for this course. I will be keeping track of class participation, specifically looking for not just the quantity of comments/questions, but also the quality of your participation. At the end of the semester, I will consider the fullness of your answers, your motivation, and overall contribution to class discussion.

E-MAIL POLICY

As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address it formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, come see me during office hours or we can schedule an alternative time.

PROFESSIONAL COURTESY

As a courtesy to your instructor and to your classmates, please make sure at the beginning of each class period that your cell phones and other electronic devices are turned **OFF** (no text messages). Inappropriate use of a laptop—using the internet for reasons not related to this class—will **NOT** be accepted.

POLICY ON SCHOLASTIC DISHONESTY

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. **By accepting this syllabus, you have agreed to these guidelines** and must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.

COURSE CALENDAR

The course outline is subject to change

Week 1:

3/3 (W): Welcome & Course Overview

- Course Format: Live Video Conference (via Zoom)

Week 2:

3/8(M): Advertising Planning

- Course Format: Live Video Conference (via Zoom)

3/10(W): Advertising Planning

- Course Format: Online Recorded Video

Week 3:

3/15(M): Understanding Consumer Insights

- Course Format: Live Video Conference (via Zoom)

3/17(M): Understanding Consumer Insights

- Course Format: Online Recorded Video

Week 4:

3/22(M): Source Effect

- Course Format: Live Video Conference (via Zoom)

3/24(W): Persuasion Knowledge

- Course Format: Online Recorded Video

Week 5:

3/29(M): Message Effect

- Course Format: Live Video Conference (via Zoom)

3/31(W): Developing Message Strategy

- Course Format: Online Recorded Video

Week 6:

4/5(M): Media Effect

- Course Format: Live Video Conference (via Zoom)

4/7(W): Media Effect

- Course Format: Online Recorded Video

Week 7:

4/12(M): Developing Media Strategy

➤ Course Format: Live Video Conference (via Zoom)

4/14(W): Recipient & Context Effect

➤ Course Format: Online Recorded Video

Week 8:

4/19(M): Recipient & Context Effect

➤ Course Format: Live Video Conference (via Zoom)

4/21(W): Midterm period (No Class)

Week 9:

4/26(M): Midterm Exam (Line Online Exam)

4/28(W): Developing Ad Concepts

➤ Course Format: Online Recorded Video

Week 10:

5/3(M): Evaluating Ad Concepts

➤ Course Format: Live Video Conference (via Zoom)

5/5(W): Children's Day

Make-up Video Session: In-Stream Ads (Team 1 Presentation)

➤ Course Format: Online Recorded Video

Week 11:

5/10(M): Consumer Resistance

➤ Course Format: Live Video Conference (via Zoom)

5/12(W): In-Store Ads (Team 2 Presentation)

➤ Course Format: Online Recorded Video

Week 12:

5/17(M): Sales Promotion

➤ Course Format: Live Video Conference (via Zoom)

5/19(W): Buddha's Day

Make-up Video Session: Online Shopping (Team 3 Presentation)

➤ Course Format: Online Recorded Video

Week 13:

5/24(M): Irrationality in Consumer Behavior

➤ Course Format: Live Video Conference (via Zoom)

5/26(W): Search Ads (Team 4 Presentation)

➤ Course Format: Online Recorded Video

Week 14:

5/31(M): University Foundation Day (No Class)

6/2(W): Brand Congruence

➤ Course Format: Online Recorded Video

Week 15:

6/7(M): Brand Extensions

➤ Course Format: Live Video Conference (via Zoom)

6/9(W): Video Game Ads (Team 5 Presentation)

➤ Course Format: Online Recorded Video

Week 16:

6/14(M): Integrated Marketing Communications (IMC)

➤ Course Format: Live Video Conference (via Zoom)

6/16(W): Q&A & Virtual Office Hour

➤ Course Format: Live Video Conference (via Zoom)

Week 17:

6/21(M): Final Exam (Live Online Exam)