

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

# ADV 319 PSYCHOLOGY OF ADVERTISING



Spring 2019  
Tues 12:30-3 p.m.  
BMC 2.106

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## TEACHING TEAM

Professor **Lee Ann Kahlor**, Ph.D.

Office Hours: Mondays 1:30 – 2:30 p.m. and by appointment

Office: **BMC 4.370**

512-791-5726 (this is my cell so call or text only 9 am -7 pm when you need immediate response, otherwise email me at [Kahlor@austin.utexas.edu](mailto:Kahlor@austin.utexas.edu))

## Teaching Assistants

**Justin Graeber**

[jgraeber@utexas.edu](mailto:jgraeber@utexas.edu)

Office hours: 3-4 p.m. on Tuesdays and by appointment

**Elaine Almeida**

[elaine96almeida@utexas.edu](mailto:elaine96almeida@utexas.edu)

Office hours: 2-3 p.m. on Mondays and Wednesdays

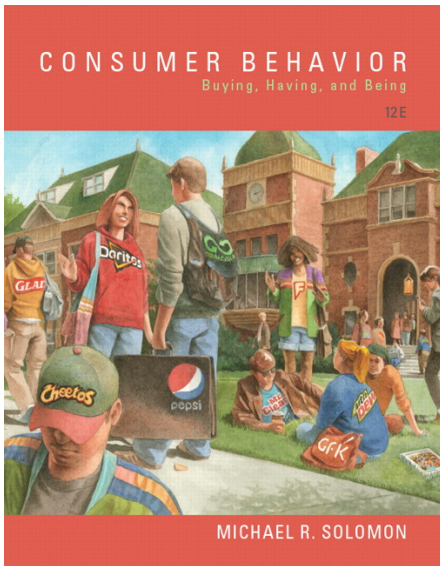
**Na Yu**

[yuna96@utexas.edu](mailto:yuna96@utexas.edu)

Office hours: 9-11 a.m. on Tuesdays

**Contact TAs for  
meeting location.**

## REQUIRED TEXT, INTERNET ACCESS



Solomon, Michael R. (2017), *Consumer Behavior: Buying, Having and Being* (**12th edition**), New Jersey: Pearson-Prentice Hall. This book is available as an ebook, value edition or as a bound hardcover. You can find it at the Co-op, Amazon, Pearson Higher Ed, and other venues, but it is vital you **buy the correct edition** as chapters and their contents map directly onto our weekly quizzes. GET THE BOOK ASAP!

Also required – you must have a way of accessing Canvas and the **Internet in class** – a phone or laptop will work.

## COURSE OBJECTIVES

This course is designed to help students understand the psychology of persuasion and consumer behavior. It is an overview of key psychological concepts and theories as they relate to marketing, advertising and public relations. The ultimate goal of this course is to provide an understanding of the psychology behind advertising and public relations planning, execution, and impacts.

**This course meets your 3-credit UT Core Requirement for Social and Behavioral Science (SB).**



## COURSE FORMAT

**Lectures** supplement and complement the **readings** by providing focus and additional insight on the major topics. You will take **weekly online quizzes** via Canvas on the readings each week. Required coursework also includes **in-class polls** (which will count for attendance), in- and out-of-class **Canvas discussion posts**, earning 2 points for participation in **research studies**, and three in-class **exams** (see schedule for dates).

**CANVAS:** Students should keep up **daily** with their performance in the class, pick up lecture materials, check for other course content and new assignments, participate in quizzes and discussions and check grades and announcements on Canvas <https://utexas.instructure.com>.

# Absences

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Students are responsible for any information missed during an absence. Lecture notes from previous days are not available from the professor. **You do not need to send doctors' notes (or the like) to us when absent.** We have built into the course structure ways to either make up or drop work regardless of circumstance.



## GRADING

QUIZZES	10%
POLLS	10%
DISCUSSION POSTS	15%
EXAMS	63%
RESEARCH	2%

**FINAL GRADES are NOT rounded up or down.** For example, a B- is inclusive of all scores 80.000 through 83.999%.

A = 94-100	A- = 90-93	B+ = 87-89	B = 84-86
B- = 80-83	C+ = 77-79	C = 74-76	C- = 70-73
D+ = 67-69	D = 64-66	D- = 60-63	

**Note: I do not respond the way you hope when you email me at the end of the semester about your need for an extra .2 point to get a certain grade.** Cutoffs are listed so you can work from day 1 to ensure you are not on the edge by the end. 😊

## STUDENTS WITH DISABILITIES

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

**If your accommodations include testing time and control of distractions, please arrange to take your exams in the SSD facility. Remind me to send the exam there 24 hours before the scheduled exam, and ask SSD to email your completed, scanned exam back to me.**

## COURSEWORK

### Weekly Online Quizzes - 10% of your grade

The quizzes are available on Canvas, are timed for **10 minutes**, focus only on the book, and consist of **8 questions** each.

Quizzes are due by class time on the days noted on the class schedule below.

Quizzes disappear after the deadline and are not available for future studying, so look at results carefully.

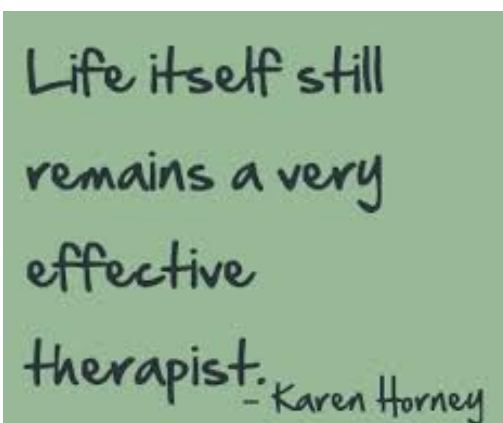
If a quiz is accidentally left up and you take it late, it will eventually be changed to a 0.

It is suggested that you complete the readings for the week, take notes and then take the quiz.

**I will drop your one lowest quiz** grade – this includes forgotten quizzes, sick days, travel, emergencies or technical failures. You have one week from the day a grade is posted to resolve disputes.

NOTE: Sometimes Canvas crashes or freezes – I am not likely available the hours right before class.

### In-class polls & Canvas Discussion Posts - 25% of your grade



We will collect data using **in-class Qualtrics polls** to serve as periodic attendance. These are NOT announced ahead of time and record geo-location, so you have to be in-class to get credit for participating. **I will drop two.**

I also require periodic **discussion posts** on Canvas. These will be responses to questions, ads I want you to critique, etc. **I will drop one.**

## Examinations - 63% of your grade

**Three in-class exams** are scheduled during the term. See the Canvas Calendar for the scheduled dates.

Exams will cover materials presented in class and from assigned readings. Each in-class exam will **multiple choice** and cover the 1/3 of the class up to that day.

A **study guide** will be provided about one week prior to each in-class exam.

After the exams are graded and the grades are posted, students will be given ONE WEEK to look over the exam during office hours. Any concerns about the grading of each test must be resolved during this one-week period.

**The only make-up option is a cumulative optional final exam** – this policy applies to anyone who has missed one of the in-class exams or for anyone who wants to try to improve an existing exam grade.

There is no way to know now if you will want to take the **optional final**, so schedule travel at your own risk.

The optional final grade will replace the lowest in-class examination only if it is higher. Otherwise, it will not be included in the calculation of the final grade. If anyone misses a regularly scheduled examination for any reason, then she/he must take the optional final exam. The exam is given during our scheduled final exam time.



**The makeup exam will be the same length as other exams and students will receive a study guide. It will be Tuesday, May 21, 9:00 am-12:00 noon.**



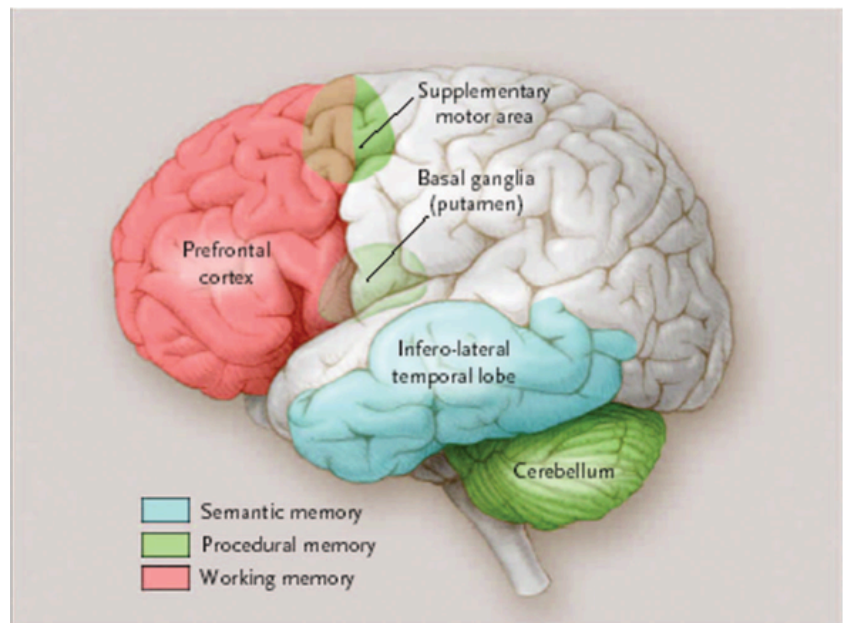
## Professionalism & Research Participation - 2% of your grade

### *Professionalism*

Please use a **respectful tone** when addressing me or your peers. Remain **attentive and engaged in lecture**. Arrive at class on time, do not pack up early, and stay for the entire class period (or until dismissed). Please refrain from distracting behaviors like watching movies in class or surfing the web.

**Students are responsible for any information missed during an absence.** Lecture notes from previous days are not available from the professor.

Attitude and professionalism will be considered in determining final class professionalism grade.



### *Research Participation*

As research is a big focus in this class, you are required to earn 2 credits through participation in **research studies** that I will make available to you throughout the semester. I do not honor research points from other departments or schools. Do not take a study more than once (e.g., to meet another class' requirements) or the credit will be voided.

**You will *not* receive extra credit in this class for earning more than 2 credits, although you may have additional research requirements in other classes.**

## COUNSELING AND MENTAL HEALTH SERVICES

**Taking care of your general well-being is an important step in being a successful student.** If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there is support!

**For immediate support:**

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471-3515 | [cmhc.utexas.edu](http://cmhc.utexas.edu)
- CMHC Crisis Line: 24/7 | 512.471.2255 | [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)
- CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW CMA 4.134 | 512-471-7642 (Please leave a message if she is unavailable)
- Mental health & wellness articles - [cmhc.utexas.edu/commonconcerns.html](http://cmhc.utexas.edu/commonconcerns.html)
- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html](http://cmhc.utexas.edu/mindbodylab.html)
- Classes, workshops, & groups - [cmhc.utexas.edu/groups.html](http://cmhc.utexas.edu/groups.html)





## RELIGIOUS HOLY DAYS

Notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable timeframe.

## UNIVERSITY OF TEXAS HONOR CODE

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

## 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, quiz, 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. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. 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. Please read more information at [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php)

## COURSE CALENDAR

**Students are responsible for schedule changes announced in class.** Note quizzes are on readings for the corresponding week. In-class assignments are not announced ahead of time. Quizzes are due by class time on due date.

Wk	Dates	Topic	Reading	Quiz	Exam
1	Jan. 22	Intro	Ch. 1		
2	Jan. 29	Consumer & Well-being	Ch. 2		
3	Feb. 5	Perception	Ch. 3	Q1-Ch 3*	
4	Feb. 12	Learning & Memory	Ch. 4	Q2-Ch 4	
5	Feb. 19	<b>EXAM</b>			<b>1</b>
6	Feb. 26	Motivation & Affect	Ch. 5	Q3-Ch 5	
7	Mar. 5	Self	Ch. 6	Q4-Ch 6	
8	Mar. 12	Personality, lifestyles & values	Ch. 7	Q5-Ch 7	
9	<b>Spring break woo hoo!</b>				
10	Mar. 26	Attitudes, Dec Making	Ch. 8, 9	Q6-Ch 8-9	
11	April 2	<b>EXAM</b>			<b>2</b>
11	April 9	Buying, Groups & Social Media	Ch. 10, 11	Q7-Ch 10-11	
12	April 16	Income & Class	Ch. 12	Q8-Ch 12	
13	April 23	Subcultures	Ch. 13	Q9-Ch 13	
14	April 30	Culture	Ch. 14	Q10-Ch 14	
15	May 7	<b>EXAM</b>			<b>3</b>

\*Quiz 1 will only be on chapter 3.

**Optional Final: Tuesday, May 21, 9:00 am-12:00 noon**