

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

ADV 319 PSYCHOLOGY OF ADVERTISING

Dr. Lee Ann Kahlor

Fall 2018

Tues 12:30-3 p.m.

BMC 2.106

TEACHING TEAM

Professor

Lee Ann Kahlor

Office Hours: Th 1 – 2 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)

Teaching Assistant

Justin Graeber

jgraeber@utexas.edu

Office hours: 3:30-4:30 p.m. on Tuesdays and by appointment

BMC 4th floor TA cubicles

Undergraduate Learning Assistant

Lydia Medhanie

lmedhanie@utexas.edu

Office hours: 2-3 p.m. on Thursdays and by appointment.

BMC 1.206 (Student Leadership Suite)

REQUIRED TEXT & APP

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 use the **iClicker Reef app** (available from App Store or Google Play) to participate in class polls. The app uses geo-location so you cannot participate or sign in unless you are in the lecture hall. Be sure to enable location sharing for the app and then sign in on Canvas under assignments.

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

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

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.

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. There also are required in-class iClicker Reef **polls** and in- and out-of-class Canvas **discussion posts**, participation in 2 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>.

COURSEWORK

Examinations

3 in-class multiple-choice exams plus an *optional* (makeup) final

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 cover the 1/3 of the class up to that day. A study guide and online review 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** given during our scheduled final exam time. This is for anyone who has missed one of the in-class exams or for anyone who wants to try to improve an existing exam grade. (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, then she/he must take the optional final exam.

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

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 iClicker Reef polling & Canvas Discussion Posts

25% of your grade

We use iClicker Reef for polling in class. These are NOT announced ahead of time. **I will drop the two lowest scores.**

I also require periodic discussion posts on Canvas. No discussion scores will be dropped. These will be responses to news articles I share with you, ads I want you to critique, etc.

The purpose of both is to build an in-class community, share ideas and test your burgeoning knowledge.

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.

In class, students who use laptops are asked to sit in designated seats.

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 take part in a total of **2 research studies** that I will make available to you throughout the semester. I do not honor research points from other departments or

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

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 participating in more than 2 studies, although you may have additional research requirements in other classes.

FINAL GRADES

Final grades will be determined on the basis of the following rubric. **I do NOT round**, which means a B- will be inclusive of all scores of 80.000 through 83.999%. The University does not recognize the grade of A+. NOTE: All Advertising and PR majors are required to have a minimum grade of C in all communication courses and all courses required and elective for their major.

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 .1 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.

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

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

at http://deanofstudents.utexas.edu/sjs/acint_student.php (Links to an external site.).

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.

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.

Struggling? Know your resources.

Your teaching team! Kahlor, Graeber, and Medhanie!

UT's Sanger Learning Center: <https://ugs.utexas.edu/slc>

Writing Center: <http://uwc.utexas.edu/>

UT resources for health and wellness:

<http://www.utexas.edu/campus-life/health-and-wellness>

Other resources:

<http://deanofstudents.utexas.edu/>

<https://besafe.utexas.edu/behavior-concerns-advice-line>

<https://titleix.utexas.edu/resources/>

PLEASE REVIEW THE SYLLABUS CAREFULLY THROUGHOUT THE COURSE

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.

Wk	Dates	Topic	Reading (do before quiz)	Quiz (due by class)	Exam
1	Sept. 4	Intro	Ch. 1		
2	Sept. 11	Consumer & Well-being	Ch. 2		
3	Sept. 18	Perception	Ch. 3	Q1-Ch 3	
4	Sept. 25	Learning & Memory	Ch. 4	Q2-Ch 4	
5	Oct. 2	EXAM			Exam 1
6	Oct. 9	Motivation & Affect	Ch. 5	Q3-Ch 5	
7	Oct. 16	Self: Mind Gender Body	Ch. 6	Q4-Ch 6	
8	Oct. 23	Personality & Values, Attitudes	Ch. 7, 8	Q5-Ch 7-8	
9	Oct. 30	Dec Making, Buying	Ch. 9, 10	Q6-Ch 9-10	
10	Nov. 6	EXAM			Exam 2
11	Nov. 13	Groups & Social Media	Ch. 11	Q7-Ch 11	
12	Nov. 20	Income & Class	Ch. 12	Q8-Ch 12	
13	Nov. 27	Subcultures, Culture	Ch. 13-14	Q9-Ch 13-14	
14	Dec. 4	EXAM			Exam 3

Optional Final: Wednesday, December 19, 2-5 pm