

MINOR INTERNATIONAL ADVERTISING

COURSE: PSYCHOLOGY OF MARCOM

STUDY BURDEN & ECTS: Study burden 140 hours; 5 ECTS

CONTENT

We define Psychology of Marketing communication as the interdisciplinary study on the psychological aspects of media usage and brand development and its implications to our lives and situations (contexts). Questions that will be addressed, are: When are we aware of advertising, how does our brain process information and how do media influence our perception of brands and its campaigns? These topics will be put forward in relation to the perception of brands and its campaigns. This combination of psychology, economics and communication implicates a broad interdisciplinary field of analyses.

COURSE GOALS AND LEARNING OBJECTIVES

In this course we will explore how we perceive and remember what we read, see and hear in media, and how we translate that information into action.

- Based on our knowledge, emotions and intentions we develop attitudes. We discuss how media influence our attitudes, and how and under what conditions attitudes can lead to action.
- We try to find out why emotions and evaluative conditioning are such important factors in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.
- Our consumer decisions are often far from rational. More than 85% of our actions are driven by subconscious intentions. Learn about heuristics and other fundamental (new) insights about the processes in our (prehistoric) brains that drive us, and make us susceptible to persuasion through media.
- Learn some practical and relevant skills in analyzing the effectiveness of media and advertising. This has become more and more important to obtain maximum return from advertising spend. We will zoom into the relevance and irrelevance of concepts, campaigns and media usage, which we are considered to consume.

Students are challenged to get a broader perspective on the psychological aspects of media and brands.

ASSESSMENT

1. Exam (weight 50% and minimum grade 5,5) Multiple Choice exam with 40 questions
2. Final Assignment (weight 50% and minimum grade 5,5) Students present the results of the final assignment and hand in final report.