

DEPARTMENT OF PSYCHOLOGY

M.A. Psychology

Structure-I (2- Year PG Program)

GENERIC ELECTIVE COURSE

SEMESTER I

GE 102: PSYCHOLOGY AND ADVERTISING

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITE OF THE COURSE

Course Title & Code	Total Credits	Credit distribution of the course			Eligibility Criteria/ Prerequisite
		Lecture	Tutorial	Practical	
GE 102 Psychology and Advertising	4	3	1	0	Graduation in any stream

Marks:100

Hours: 60

Credit: 4 (Lectures + Internal Assessment + Practical)

Course Objectives:

1. To provide simple exposition of various psychological principles underlying advertising and brand promotion.

Learning Outcomes:

The successful completion of the course will enable the students to

1. Understand brand promotion and advertisement in context of the target consumer group.
2. Evaluate characteristics and strategies of media communication

Course Contents:

Unit 1: Introduction to Advertising and Brand Promotion: history; definition; types and forms; purpose and relevance in society; What is advertised or promoted? Product; services and/or ideas. **(10 Hours)**

Unit 2: Media and Advertising: Media types and characteristics; mass media communication; media and message strategies; New-age electronic communication **(10 Hours)**

Unit 3: Target of Advertising: The target audience; segmentation variables; positioning and appeals; IMC approach to Brand Promotion **(10 Hours)**

Unit 4: Advertising Internationally: The issue of globalization and multiculturalism; different approaches; Advertising ethics in new-age electronic communication. **(10 Hours)**

Essential Readings:

1. Agres S. J., Edell J. A., and Dubitsky.T. M. (1990). *Emotion in Advertising: Theoretical and Practical Explorations*. Quorum Books. Westport, CT.
2. Alwitt L. F. & Mitchell A. A. (1985). *Psychological Processes and Advertising Effects: Theory, Research, and Applications*. Lawrence Erlbaum Associates. Hillsdale, NJ.London.

3. Clark E. M., Brock T. C., & David W. Stewart, (1994). *Attention, Attitude and Affectin Response to Advertising*. Lawrence Erlbaum Associates. Hillsdale, NJ.
4. Drewniany B. L. and Jewler A. J. (2008). *Creative Advertising: An IMC Approach*. Cengage Learning.
5. Guinn T. C., Allen C. T. and Semenik R. J. (2009). *Advertising Management with Integrated Brand Promotion*. Cengage Learning
6. Mitchell A. A. (1993). *Advertising Exposure, Memory and Choice*. Lawrence Erlbaum Associates. Hillsdale, NJ.
7. Oglivy D, (2013). *Confessions of an Advertising Man*. Southbank Publishing
8. O'Shanghnessy J. & O'Shaughnessy N. J. (2003). *Persuasion in Advertising*. Routledge, New York.
9. Rolloph M. E. & Miller G. R. (Eds) (1980). *Persuasion: New Directions in Theory and Research*. Sage. N.Y.
10. Sharma S. & Singh R. (2006). *Advertising Planning and Implementation*. Prentice Hall of India, ND.
11. Shimp T. A. (2007). *Advertising and Promotion: An IMC Approach*. Cengage Learning
12. Warnes W., Winta D. S., and Ziegler S.K. (1997). *Advertizing*. Mc.Graw Hall.