

**SYLLABUS****STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK****Course: Psychology of advertising**

Faculty:		NEW MEDIA AND E-BUSINESS						
Speciality/specialization:		All specialities						
Unit hosting the Faculty:		NEW MEDIA DEPARTMENT						
Practical course profile								
Course language:		Polish/English						
Course category:		core						
Learning cycle:		2023-2026						
Academic year: II   2024-2025					Semester: IV			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/ proseminar	professional training
35	15	20						
Method of carrying out all active forms of classes:		Classes are conducted: <ul style="list-style-type: none"><li>• in the didactic room,</li><li>• on-line,</li><li>• during visits to workplaces and local institutions,</li><li>• by participation in thematic events held outside the university.</li></ul>						
Specification of introductory courses with prerequisites:		Basics of psychology. Methodology of social research.						

<b>Educational goal:</b>	<p>The aim of the course is:</p> <ul style="list-style-type: none"> <li>to familiarize students with the mechanisms of effective exertion of influence through advertising and the influence of specific components included in the advertising message on human perception</li> <li>to gain the ability to analyze advertising and use techniques of influence through advertising in order to cause specific emotional states in recipients</li> </ul>				
<b>Learning outcomes (course-related):</b>  <b>K_W01</b> <b>K_W06</b> <b>K_U02</b> <b>K_U05</b> <b>K_K07</b>	<p><b>Knowledge:</b></p> <p>W1. Student knows and understands to an advanced degree the basic issues related to advertising and the process of planning and creating it [K_W01]</p> <p>W2. Student has advanced knowledge of man as a recipient of advertising, including methods of diagnosing his needs and psychological mechanisms used in advertising that can affect people's decisions [K_W06]</p> <p><b>Skills:</b></p> <p>U1. Student is able to use their theoretical knowledge of psychology and business, in order to describe in detail and practically analyze the causes, course and effects of advertising campaigns [K_U02]</p> <p>U2. Student is able to prepare and conduct a speech, using Polish and elements of a foreign language, on a topic related to the psychology of advertising, substantively arguing and formulating conclusions using basic theoretical approaches and opinions of other authors. [K_U06]</p> <p><b>Social competences:</b></p> <p>K1. Student has the potential to shape attitudes and public opinion with the help of advertising. [K_K07]</p>				
<b>Full course description/ syllabus content:</b>	<table> <tr> <th><b>Lecture contents:</b></th><th><b>Reference to the learning outcomes</b></th></tr> <tr> <td>1. Communication process - theories and models of communication in advertising (sender, receiver, message and context in advertising message)</td><td>W1, W2</td></tr> </table>	<b>Lecture contents:</b>	<b>Reference to the learning outcomes</b>	1. Communication process - theories and models of communication in advertising (sender, receiver, message and context in advertising message)	W1, W2
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1. Communication process - theories and models of communication in advertising (sender, receiver, message and context in advertising message)	W1, W2				

	2. Basic psychological mechanisms of advertising (classical and instrumental conditioning, pure exposure effect, subliminal message)	W1, W2	
	3. Cognitive processes in advertising part I. (concept, attention, basic properties of attention vs. reception of advertising)	W1, W2	
	4. Cognitive processes in advertising part II (perception, optical illusions)	W1, W2	
	5. Cognitive processes in advertising part III (types of memory, remembering, storage and retrieval vs. reception of advertising)	W1, W2	
	6. The role of latent memory in the perception of advertising	W1, W2	
	7. Mood and emotions vs. reception of advertising	W1, W2	
	<b>Class contents:</b>		
	1. Analysis of advertising - developing a theoretical background and conducting a study of audience reactions to advertising and presenting the results in front of the group.	U1, U2	
	8. Emotions in advertising - a case study	U1	
	9. Effective persuasion in advertising	U1, K1	
	10. Purpose of advertising techniques	U1, K1	
	11. Advertising media and their proper selection	U1, K1	
<b>Methods of conducting classes:</b>	<ul style="list-style-type: none"><li>• Lectures and interactive lectures</li><li>• Active forms: projects / simulation games / work in groups / case study analysis / discussion / solving tasks</li></ul>		
<b>Student workload/ECTS points</b>  FULL-TIME STUDIES: 1) included in the working hours: - lecture: 15 - active forms: 20 2) not included in the working hours: - exams	<b>Forms of activity</b>	<b>Average number of hours to complete the activity</b>	
		<b>W</b>	<b>AF</b>
	<b>Number of hours with the participation of an academic teacher:</b>	17	20
	<b>Number of hours without the participation of an academic teacher:</b>	13	10
	1. Preparation for classes, including studying the recommended literature	10	
	2. Processing of the results/preparation for the exam, tests, other	3	2

	3. Preparation of a report, presentation, discussion		8													
	Total	30	30													
	Total number of ECTS points for the method of classes	1	1													
Form and method of passing, assessment criteria or requirements.  The accepted value for calculating the assessment	Methods of passing the course: <ul style="list-style-type: none"><li>• Passing with a grade</li></ul>															
	Forms of passing the course: <ul style="list-style-type: none"><li>• Lecture - written exam: mixed form - multiple choice test and open questions</li><li>• Classes – group and individual work with possible points (including case studies, presentations, projects)</li></ul>															
	Basic criteria: earning min. 50% of possible points (from exam class tasks) to pass the course, activity in class, dedication to project work, creativity.															
	Value for calculating the assessment: The lecturer has the option to introduce a different value for calculating the grade. Unless they decide otherwise, it is accepted to use the following values for calculating the grade: <table><tr><td>% of points</td><td>grade</td></tr><tr><td>0% - 50%</td><td>- F</td></tr><tr><td>51% - 60%</td><td>- C</td></tr><tr><td>61% - 70%</td><td>- C+</td></tr><tr><td>71% - 80%</td><td>- B</td></tr><tr><td>81% - 90%</td><td>- B+</td></tr><tr><td>91% - 100%</td><td>- A</td></tr></table>			% of points	grade	0% - 50%	- F	51% - 60%	- C	61% - 70%	- C+	71% - 80%	- B	81% - 90%	- B+	91% - 100%
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Literature list:	Compulsory literature: <ol style="list-style-type: none"><li>1. Cialdini Robert B., Wywieranie wpływu na ludzi. Teoria i praktyka., Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2015.</li><li>2. Doliński D., Psychologiczne mechanizmy reklamy, GWP, Gdańsk 2008</li></ol>															

	<p><b>Supplementary literature:</b></p> <ol style="list-style-type: none"> <li>1. P. Tkaczyk, Zakamarki Marki, Wyd. Helion, Gliwice 2011.</li> <li>2. Falkowski A, Tyszka T. Psychologia zachowań konsumenckich. GWP, Gdańsk 2009</li> <li>3. Stasiuk, K., Maison, D., Psychologia konsumenta. PWN, Warszawa 2014</li> <li>4. Kotler P., <i>Marketing</i>, Wyd. Rebis, Warszawa 2018</li> <li>5. Kall J., Reklama, Państwowe Wydawnictwo Ekonomiczne, Warszawa 2010.</li> </ol>
<p><b>Names of person/persons who prepared the course description:</b> Patryk Ciechanowski, MA</p>	