



Course name	THE PSYCHOLOGY OF ADVERTISEMENT
Entity running the course	Faculty of Graphics and Media Arts
Entity for which the course has been prepared	Faculty of Graphics and Media Arts
Course type	basic module / core module / specialty module / general education module; compulsory module
Year of study/semester; type of studies	bachelor's degree studies [undergraduate studies], master's degree studies [postgraduate studies] full-time studies/part-time studies
ECTS credits	1 ECTS / sem.
Academic tutor	Dr. Małgorzata Gamian-Wilk
Aim of the course	After attending the course students will gain knowledge on the principles of effective persuasion and psychological mechanisms advertising. After completing the course students should be able to design an effective advertisement having impact on potential customers, students should be able to adapt the persuasive message to the target group with its the specific nature, the characteristics of the product and the circumstances in which the advertisement is to be launched.scholarly apparatus
Prerequisites	-
Learning outcomes:	
– <i>knowledge</i>	Possesses knowledge on the basics of psychological mechanisms of advertisement effectiveness and psychological grounds of marketing
– <i>skills</i>	Is able to prepare an advertisement campaign Is able to implement the knowledge on persuasion strategies, positioning strategies, target psychology, advertisement effectiveness strategies
– <i>personal and social competence</i>	Is sensitive to the ethics of advertisement Is able to cooperate within the creative team
Course content	Development of advertisement over the centuries The nature and objectives of advertising Advertisement place within a comprehensive strategy of the company Marketing mix and the effectiveness of advertising Psychological basics of marketing Defining the purpose of advertisement depending on the product life cycle The strategy of positioning Marketing research as a source of information in planning advertisement Integrated branding Brand personality and the personality of the target Persuasion strategies increasing advertising effectiveness Advertising luxury goods Cognitive processes in service of effective advertising Motivational and emotional processes in advertising The impact of the words and the image in advertisement Adaptation to the specifics of communication media Consumer behavior
Course form and number of module hours	Lectures (15) Seminars (15).

Assessment methods and criteria	Preparing a project of an advertisement with a description of psychological rules applied in the field of advertisement (60 p) Written knowledge test (20 p) Course attendance (20 p)
Assessment type	graded pass
Literature	Janiszewska, K., Korsak, R., Kwarcia, B., Lewiński, P., Lisowska-Magdziarz, M., Nierenberg, B., Nowińska, E., Zimny, R. (2010). Wiedza o reklamie. Od pomysłu do efektu. Bielsko-Biała: ParkEdukacja. Burtenshaw, K., Mahon, N., Barfoot, C. (2007). Kreatywna reklama. Warszawa: PWN. Doliński, D. (2003). Psychologiczne mechanizmy reklamy. Gdańsk: Gdańskie Wydawnictwo Psychologiczne. Doliński, D., Gamian-Wilk, M. (red.) (2014). Przestrzenie manipulacji społecznej. Warszawa: Wydawnictwo Naukowe PWN. Heath, R. (2006). Ukryta moc reklamy. Gdańsk: Gdańskie Wydawnictwo Psychologiczne. Sutherland, M., Sylvester, A.K. (2003). Reklama a umysł konsumenta. Warszawa: PWN.
Teaching aids	Powerpoint presentations Youtube advertisement
Language of instruction	Polish