# Psychology of Advertising

## Prof. Matteo Corti

COURSE AIMS AND INTENDED LEARNING OUTCOMES

Advertising (ADV) and consumption are two strictly connected phenomena, for two main reasons:

- ADV specifically proposes stories and representations of the brands and products that people use or will use.

- It significantly contributes to guiding individual choices.

In light of this, the study of advertising involves asking oneself, on the one hand, about the effects and processes that the message creates and, on the other hand, about how this relates to consumer choice. The course, therefore, proposes the key aims of:

- Illustrating the effects, functioning, meaning and value of advertising communication (ADV);

- Illustrating the evolution of advertising and the underlying psychological theories, including from a historical perspective;

- Developing critical skills in reading, analysing and understanding advertising messages and related marketing actions.

At the end of the course, students will be able to:

- understand the main theoretical and methodological references related to the design and implementation of an advertising message (for goods and services, private and social, profit and non-profit);

- know the tools and methodologies for carrying out research activities related to the development, evaluation and effectiveness of an advertising message;

- apply the main research approaches and main theories related to the study of consumer behaviour to this specific activity of operational marketing (ADV).

COURSE CONTENT

More in detail, the main topics covered in the course will be:

Unit 1 - Advertising and psychology: the foundations and nature of their interaction, the meaning and raison d'être of the psychology of advertising.

Unit 2 - The evolutionary stages of advertising psychology:

* the origins;
* the first approaches;
* the paradigms and theories that gradually followed one another.

Unit 3 - The psychology of advertising:

* the models of cognitive and behavioural psychology;
* the principles of persuasion,
* the advertising related to marketing (the lifecycle of a product, ….).

Unit 4 - The panorama of communication professions:

* how advertising creativity works today;
* who are the professionals involved and how is the job of communicator evolving.
* integration of offline and online;
* ADV in the context of social networking.

Unit 5 – Brand narrative strategy:

* The development of copy strategy,
* The brand as an ideology,
* The role of values (and their development from an historical and contextual point of view)
* The “wave” pattern.

READING LIST

- Brand Narrative Strategy. Il segreto dell'onda. Alberto De Martini, Franco Angeli, 2017.

- The Psychology of Advertising. Fennis & Stroebe, Routledge, English edition, 2015.

Or, as an alternative to the English text:

- La persuasione, Nicoletta Cavazza, Il Mulino, Third edition, 2018.

- Le armi della persuasione, Robert Cialdini, 2013.

The slides used in the lectures and downloadable from Blackboard must be added to the above texts.

TEACHING METHOD

The course uses an interactive, stimulating approach that requires active participation, the contribution of ideas and expression of one's own thoughts, participation in the discussion of arguments and debates, and work on practical cases. In fact, the classroom lectures are accompanied by:

- the analysis of case studies;

- exercises and other practical activities;

- presentations and interventions by external experts, who bring their applied professionalism into the classroom and offer stimuli that students can use to discuss and debate between themselves.

ASSESSMENT METHOD AND CRITERIA

The assessment involves the presentation of a final paper (group exercise) carried out during the course (50% of the final mark) and an oral exam at the end of the course (50% of the final mark), aimed at ascertaining both students' critical knowledge of the contents and their ability to rework and apply this knowledge to concrete situations. The group work will be assessed by means of a summary judgment expressed out of 15. This mark will then be integrated with that from the oral exam. The oral exam will focus on 3 topics selected from those covered in the course and reading list, and each topic will be assessed with a mark from 0 (for no answer) to 5 (for an answer that demonstrates an excellent ability to argue and apply the acquired knowledge). The final mark will be expressed out of thirty.

NOTES AND PREREQUISITES

Students must possess a basic knowledge of the psychology of marketing and consumption.

Should the current Covid-19 health emergency not allow face-to-face teaching, remote teaching will be carried out following procedures that will be communicated in good time to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.