

ADV 319 PSYCHOLOGY OF ADVERTISING
(Unique # 06240)
MW 3:00 – 4:30 P.M. (ETC 2.108)

Instructor: Angeline Close Scheinbaum, Ph.D.

Email: Please use Canvas for all email communication about class, as it is linked to university email and it gives us your full name, EID etc. (angeline@austin.utexas.edu)

Office Hours: Wed 11:00-noon

Office: BMC 4.368 (4th floor of Belo Center for New Media)

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Teaching Assistant: Jacob Copple

Email: Please use Canvas for all email communication about class. Other emails for Jacob may go to jgcopple@utexas.edu)

Office Hours: W, Th 2 – 3:00 pm

Office: BMC Station 02 (4th floor of Belo Center for New Media)

Course Objectives and Materials

Psychology of advertising is all about consumer attitudes, cognitions, and behavior. Hence, this course provides an introduction to the psychology of persuasion and consumer behavior, intended for the purposes of marketing and advertising. Students will become acquainted with a variety of psychological concepts (e.g., perception, learning, memory, motivation, values, personality, attitudes, online consumer behavior/social media). The professor will provide consumer behavior related lectures and students will actively engage in discussion about the concepts presented in class.

By the end of the course, students should be able to:

1. Describe and understand basic concepts central to persuasion and consumer behavior at the individual, group and cultural levels
2. Apply these concepts to current advertising practices
3. Scrutinize how advertising may impact different consumers on a psychological level.

Central ideas of the course will be conveyed through reading and discussion of chapters during class.

Required texts (renting or e-books are fine if available however older versions of this text won't generally match up to the readings/exams):

Hoyer, Wayne D., MacInnis, Deborah J., & Pieters, Rik. (2013). Consumer Behavior (6th edition). South-Western Cengage Learning, ISBN 9781133435211.

Optional text for those interested in online psychology/online consumer behavior:

This class focuses on consumer behavior, but online consumer behavior is very important these days and as such you may want to learn about it with an optional reading. This is not required nor will be on exams. Close, Angeline G. (ed) (2012) Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-Tail Routledge, ISBN 978-1-84872-969-8

Additionally, I recommend that you keep up with our field with trade publications such as *Ad Age* (See <https://adage.com/register.php>). You should be able to get access to a few articles for free each month. No need to pay to be a subscriber unless you want to (you may later in your studies as it has job search links etc.)

Website/Canvas (messages to the professor and TA go through canvas not email please):

In this class, Canvas will be used as the main class website and way to message with our TA and I. Be sure you have a valid email address connected with Canvas to ensure receipt of communication concerning the course. It is your responsibility to check Canvas regularly. Access to the power point lectures is on both canvas <http://canvas.utexas.edu> and under the psychology of advertising page (scroll to the bottom): <http://angelineclose.com>

Course Requirements and Assessment

-Exam 1 (Ch 1-4)	20%
-Exam 2 (Ch 5-9)	20%
-Exam 3 (10-13)	20%
-Exam 4 (14-17)	20%
-Research Credits (2)	5%
-In class Assignments/Attendance Pop Quizzes (5)	15%
<u>Total</u>	<u>100%</u>

Exams (4) – 20% each:

Four regular semester exams are given. Each exam will consist of multiple-choice questions. ***The tests are in Canvas but you take them in class, during class-no notes, no book.*** It is open only for a set time period during class to take **IN CLASS with YOUR COMPUTER and answers are scrambled, geo-fenced, IP monitored and password protected. You must show the “quiz submitted” screen to the TA or I before leaving on exam days.** The only allowed screen you are allowed to have open is the exam, and exam proctors monitor this closely as does Canvas which can let us know when the quiz screen is left. All exams will cover lecture material presented and/or discussed in class, the assigned readings, and other materials used in class. Any disagreements about grades must be submitted to the TA and instructor in writing within 7 days of when the grade is posted. **There are no early or make-up exams- no exceptions/excuses** (besides a university sponsored conflict documented in writing at least 48 hours in advance with documentation on university letterhead or a university documented emergency situation); **a missed exam is a 0.** It is your responsibility to show up to class for exams with a working, charged laptop (or tablet).

Research Pool Participation Credits (2) – 5% total:

Our research helps the local and national communities, economies, businesses, health care, and non-profits. Participating in faculty’s research is an important part of the undergraduate experience at a top research institution like UT. We give you first-hand insight into what research looks like. As a result, **you must participate in two different Department of Advertising and Public Relations research studies; even if the pool lists it as a double credit, you do two separate studies for this course.** Visit the URL, <http://advertising.utexas.edu/research/pool/advertising-participant-pool>. On this page you will find some rules about the participant pool as well as a list of studies you may complete. Keep in mind that you may only do a study once, or else face penalty. Look over the rules and the list of studies. Read each description. Each study description will have an estimated time to completion. Most of the studies

will be online surveys although some of them might be sign-ups for lab experiments on campus or elsewhere. So if you decide to complete an online study you must ensure that you have a relatively distraction-free environment where you can complete the survey from beginning to end without interruption. The studies will contain instructions that guide you through along the way.

Once finished, you will have to enter your name, EID, and course information so that you can receive credit. You will find instructions for entering this information as you complete the study. The system will automatically send you an email with the name of the study you completed, your name and EID, and a unique confirmation number provided that you go through the full submission process. It is your responsibility to keep this information in your records in case there is an error in the system. At the end of the semester the administrators of the pool will give your professor information so that you can receive credit. If you have issues or questions with the system, please contact the administrator of the pool. **If you take the same study twice or just push buttons (don't take the survey seriously/the data is unusable/compromised for instance), you will not receive credit for neither as it is an ethical violation.** Also note that you will not receive extra credit for participating in more than two studies to ensure room for all. To ensure you completed the study successfully, click the link on the pool site to "Track your research participation." It is usually updated on Fridays by the participant pool manager.

In-class Assignments/Attendance Pop Quizzes (5) – 15% total:

At **six times** throughout the semester, students will complete and turn in an assignment during class. We count five of these. **Students who are not in class when an assignment is given, for any reason (minus pre-approved university sponsored reasons on university letterhead), will not get credit.** Do not ask for an exception or make excuses as to why you were not in class, especially as you get one free pass. Most will be at the beginning of class and will be closed in a reasonable time limit; coming in after that won't enable us to open it back up especially for you.

Grade System:

Faculty members are free to develop their own methods of evaluating the performance of students in their classes, but I am required to make the methods of evaluation to be used known in writing before the end of the fourth class day each semester and the second class day each summer term. *Thus, the grading information is specified in advance here and will not change.* Materials used in evaluating a student's performance must be collected by the instructor at or before the regularly scheduled final examination. The following grades are used: A, A-, B+, B, B-, C+, C, C-, D+, D, D-, and F. There is no University scale for +/- grades (I determined what grade earns an A- versus an A, for example.)

Members of the faculty are not authorized, without the academic dean's approval, to withhold a final grade or to defer reporting a final grade at the end of the semester other than by the use of the symbol X. If a grade is withheld without the dean's approval, the grade may not be added to the official records later without the written approval of the academic dean. After a grade has been reported to the registrar, it may not be changed unless a proven, documented error was made by the instructor. *You have one week to review your exam in the TA or instructor's office hours.* To be fair, no grades are rounded.

Letter Grade	GPA Grade	Scale (100%- NO ROUNDING out of fairness to all; many people will end with a "close" score)
A	4.00	92.5-100
A-	3.67	89.5-92.49
B+	3.33	86.5-89.49

B	3.00	82.5-86.49
B-	2.67	79.5-82.49
C+	2.33	76.5-79.49
C	2.00	72.5-76.49
C-	1.67	69.5-72.49
D+	1.33	66.5-69.49
D	1.00	62.5-66.49
D-	0.67	59.5-62.49
F	0.00	<59.49

Student Responsibilities

Class Attendance:

It is each student's responsibility to attend class. To reward attendance, course exams will include material presented in class, raised during in-class discussion, and/or examples shared by students or I during class. If you skip class there is no way to do the in-class assignments. Thus, attendance is important. Be accountable. **Bring a laptop or tablet to *all class meetings* because we will have pop-quizzes and exams that you will do in class on Canvas. You may be able to access Canvas via a smart phone but that is a last resort I don't recommend.**

Class Conduct:

Please respect your classmates, TA's and instructor's time. Be on time – arriving late will cause disruption to everyone in the classroom. Also be prepared to take notes during class. Laptops may be used for this class referencing and note-taking purposes. All other electronic devices must be turned off. Talking and other distracting behavior may result in students being asked to leave the classroom.

Lecture Notes and Announcements:

You are responsible for all lecture notes, notes on screenings and guest lectures, and any administrative announcements provided in lecture and on Canvas as official notices. If you miss a class, it is your responsibility to get notes and find out what you missed from another student.

Communication & University Electronic Mail Notification Policy:

You will use Canvas for course communication with the TA and I. This should be linked to your university email as you will get Canvas updates and don't want to miss updates.

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at <http://www.utexas.edu/its/policies/emailnotify.html>. In this course e-mail will be used as a means of communication with students. You will be responsible for checking your e-mail regularly for class work and announcements.

UT Class Related Policies

More information can be found at: <http://registrar.utexas.edu/catalogs/gi09-10/index.html>

The University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Religious Holy Days Observance Policy:

Religious holy days sometimes conflict with class and examination schedules. If you miss a work assignment or other project due to the observance of a religious holy day you will be given an opportunity to complete the work missed within a reasonable time after the absence. It is the policy of the University of Texas at Austin that you must notify each of your instructors at least fourteen days prior to the classes scheduled on dates you will be absent to observe a religious holy day.

Documented Disability Statement:

The University of Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY. Faculty are not required to provide accommodations without an official accommodation letter from SSD.

- Please notify me as quickly as possible if the material being presented in class is not accessible
- Please notify me as early in the semester as possible if disability-related accommodations for field trips are required. Advanced notice will permit the arrangement of accommodations on the given day (e.g., transportation, site accessibility, etc.).
- Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information:
http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php

Policy on Scholastic Dishonesty:

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.
<http://deanofstudents.utexas.edu/sjs/scholdis.php>

Q drop Policy:

The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231:

“Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer

student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number.”

Emergency Evacuation:

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building. Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class. In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, Police Department, or Fire Prevention Services office. Additional information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency

Behavior Concerns Advice Line (BCAL):

The Behavior Concerns Advice Line is a service that provides The University of Texas at Austin’s faculty, students and staff an opportunity to discuss their concerns about another individual’s behavior. This service is a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP) and The University of Texas Police Department (UTPD). An individual can either call the line at 512-232-5050 or report their concerns using the online submission form available at <http://www.utexas.edu/safety/bcal>

Week	Date	Content	Readings
1	Wednesday, January 18	Syllabus overview & class introduction Bring a laptop or tablet to all class meetings because we will have pop-quizzes and exams that you will do in class on Canvas. Consumer behavior to understand psychology of adv.	Get textbook Ch. 1
	Monday, January 23	Consumer behavior to understand psychology of adv., cont.	Ch. 1
2	Wednesday, January 25	Motivation, ability, and opportunity	Ch. 2
	Monday, January 30	Motivation, ability, and opportunity, cont.	Ch. 2
3	Wednesday, February 01	From exposure to comprehension	Ch. 3
	Monday, February 06	Exposure to comprehension, cont. & Memory, knowledge, comprehension	Ch. 4
4	Wednesday, February 08	Memory, knowledge, comprehension, cont.	Ch. 4
	Monday, February 13	EXAM 1 Ch. 1-4 (IN CLASS ONLINE EXAM; bring laptop or tablet where you can take the quiz via Canvas; no-make ups)	Ch. 1-4
5	Wednesday, February 15	Attitudes (high effort)	Ch. 5
6	Monday, February 20	Attitudes Dr. Scheinbaum is presenting at an AMA conference on this date however there is still class and will be either an industry guest speaker and/or an in-class activity or quiz	Ch. 5-6

	Wednesday, February 22	*I highly advise you go to the Moody College career fair between 10-3:00 at the DKR stadium club on the 8 th floor, dress professional https://moody.utexas.edu/ccs/career-fairs Attitudes (low effort)	Ch. 6
7	Monday, February 27	Problem recognition & information seeking	Ch. 7
	Wednesday, March 1	Judgment and decision making (high effort)	Ch. 8
8	Monday, March 06	Judgment and decision making (low effort)	Ch. 9
	Wednesday, March 08	EXAM 2 Ch. 5-9 (IN CLASS ONLINE EXAM; no make-ups)	Ch. 5-9
Spring Break – No Class March 13-17			
9	Monday, March 20	Post-decision processes	Ch. 10
	Wednesday, March 22	Social influences on consumer behavior	Ch. 11
10	Monday, March 27	Social Influences on CB, cont.	Ch. 11
	Wednesday, March 29	Consumer Diversity	Ch. 12
11	Monday, April 03	Consumer diversity, cont. & Household and social class influence	Ch. 12, 13
	Wednesday, April 5	Household and social class influence, cont.	Ch. 13
12	Monday, April 10	EXAM 3 - Ch. 10-13 (IN CLASS ONLINE EXAM; no make-ups)	Ch. 10-13
	Wednesday, April 12	Psychographics & Values	Ch. 14
13	Monday, April 17	Psychographics & Values, cont.	Ch.14
	Wednesday, April 19	Innovations	Ch. 15
14	Monday, April 24	Symbolic consumer behavior	Ch. 16
	Wednesday, April 26	Symbolic cb, cont. & Marketing ethics & Corporate social responsibility	Ch. 16, 17
15	Monday, May 01	Marketing ethics & CSR, cont.	Ch. 17
	Wednesday, May 03	EXAM 4 -Ch. 13-17 (IN CLASS ONLINE EXAM; no make-ups)	Ch. 13-17

I truly hope you enjoy and learn a lot that will be relevant to your career in this course; hook 'em horns!