

COURSE DETAIL

PSYCHOLOGY OF ADVERTISING

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Psychology Communication

UCEAP Course Number

129

UCEAP Course Suffix**UCEAP Official Title**

PSYCHOLOGY OF ADVERTISING

UCEAP Transcript Title

PSY OF ADVERTISING

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course provides an understanding of the process and development of advertising psychology; its basic concepts and theory; and the fundamental elements of advertising psychology as applied in marketing research, advertising strategy, creation, and the media. Topics include development of advertising psychology; methods of research; strategy planning; goals of advertising; basic needs of advertising; applied psychology strategies in advertisement persuasion; applied psychology strategies in advertisement creation; media planning and memory strategies; and post-research in efficacy. This course is taught in a combined form of lecture and discussion, with the use of multiple multi-media resources. Guest speakers and class participation are important as well. The course is strictly taught in Chinese. Texts: Mouchao Ma, Advertising Psychology: Theory and Application; Zhongfang Yang, Basic elements of Advertising Psychology. Assessment: homework and participation (40%), final exam (60%).

Language(s) of Instruction

Chinese

Host Institution Course Number

01830580

Host Institution Course Title

PSYCHOLOGY OF ADVERTISING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Journalism and Communication

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