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
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Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Journalism and Communication

Course Last Reviewed
2024-2025

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