

# 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 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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