

**ADVERTISING AND CONSUMER BEHAVIOR**

PSY 262, Fall 2015

8:30 a.m. – 9:50 a.m. Tuesdays and Thursdays in Olin 201

**Instructor**

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Office hours: Monday noon – 1:00 p.m., Thursday 1:00 p.m. – 2:00 p.m., or by appointment

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**COURSE DESCRIPTION**

The average American will spend two years of his/her life watching television advertisements. The ubiquitous (and often intrusive) nature of these advertisements invokes the sentiments of Will Rogers who once said, “advertising is the art of convincing people to spend money they don’t have for something they don’t need.” However, at their core, advertisements are designed to persuade an audience to take an action. For example, a recent advertising campaign funded by the Centers for Disease Control and Prevention is widely credited with helping over 100,000 people quit smoking. To influence consumer behavior, an advertisement must attract attention, leave a lasting memory trace, change preferences, and ultimately impact decision-making. In other words, creating an effective advertisement requires an understanding of how the mind works. In this course, students will learn the psychological principles underlying advertising strategies and how these influence consumer behavior

**REQUIRED READING MATERIAL**

Solomon, M. R. (2015). *Consumer Behavior: Buying, having, and being* (11<sup>th</sup> Ed.). Upper Saddle River, New Jersey: Pearson Education.

Non-textbook readings are listed on the schedule at the end of the syllabus. These readings are available through the course’s Moodle website (**access code: Advertising**). You should print or download these readings and bring them to class on the appropriate day.

**COMPONENTS OF COURSE****Attendance**

It is important to attend lectures in this course, as lectures will involve demonstrations, classroom activities, films, and discussion of material not covered in the textbook or assigned readings. Students are expected to attend class regularly and participate in discussion, as this will contribute to a better overall understanding of the course material

**Exams (250 points)**

For this class there will be a midterm and a final exam. Exam dates are firm but the material covered may vary slightly from the syllabus depending on how the course progresses. Any deviations from the syllabus will be made clear during class. Exams will contain short-answer, multiple-choice, and essay questions drawn from material covered in class, the textbook, and all assigned readings. Exams will be worth 125 points each. The final exam will be cumulative but the majority of the material (~75%) will be from topics presented after the midterm exam. Students are expected to take all exams on the scheduled dates. In an extreme circumstance, the student should contact me at least 24 hours prior to the date of the scheduled exam and I will decide what will be done. Make up exams will only be administered with a written excuse from the Dean of Students or a medical professional.

**Brief Reports (7 X 15 points = 105 points)**

Over the course of the semester you will be responsible for submitting 7 Brief Reports. These reports will require you to apply the principles we learn in class to an advertisement or advertising campaign of your choosing. More information about Brief Reports will be presented during the first two weeks of class.

**Group Research Project (145 points)**

In the second week of the semester you will be broken up into groups of 3-4 students. Over the course of the semester your group will investigate one issue involving psychology and advertising that is of particular interest to you. This assignment will include a brief written proposal (25 points), proposal presentation (25 points), independent data collection and written report (50 points), a final group presentation (25 points), and a review of final presentations (20 points). More details on the group research project will be provided over the course of the semester.

**Homework and In-Class Assignments (50 points)**

Over the course of the semester you will have several homework and in-class assignments. Regular class attendance will allow you to do well on these assignments.

**GRADING BREAKDOWN*****POINT ALLOCATION***

Exam 1	125
Exam 2	125
Brief Reports (7 X 20)	140
Group Research Project	145
<u>Homework and In-Class Assignments</u>	<u>50</u>
Total Points	585

**FINAL GRADE** = (Total Points Earned/585) \* 100

***GRADING SCALE***

A	= 100.0000% – 93.0000%
A-	= 92.9999% – 90.0000%
B+	= 87.0000% - 89.9999%
B	= 86.9999% – 83.0000%
B-	= 82.9999% – 80.0000%
C+	= 79.9999% – 77.0000%
C	= 76.9999% – 73.0000%
C-	= 72.9999% – 70.0000%
D	= 69.9999% – 60.0000%
F	= 59.9999% or less

## STUDENTS WITH DISABILITIES

Students with a documented disability who need reasonable academic accommodations should contact me as soon as possible to discuss your needs. I can only accommodate your needs if you allow me sufficient time to prepare. Informing me of a need on the day of an exam or on the date an assignment is due is NOT sufficient. As stated in the college handbook, “Students who claim physical, learning, or psychological disabilities should register with the Disability Support Coordinator at the start of the semester or as soon as the diagnosis is made.” Additional information can be found on the Bard College Learning Commons website (<http://inside.bard.edu/learningcommons/>).

## ACADEMIC INTEGRITY

All students are assumed to have read the Bard College Handbook and are familiar with the school’s policies regarding Plagiarism and Academic Dishonesty. Violations of these policies are taken extremely seriously and one violation will result in a failing grade for the course and a referral to the Dean of Students for further action. Specific violations include (but are not limited to):

- Use or provision of prohibited assistance during quizzes or exams
- Sharing of writing assignments
- Plagiarism (which includes **both** the use of **words** and **ideas** without attribution)