



## PSYCHOLOGY OF ADVERTISING AND PR

<b>Credit points</b>	<b>3 CP</b>
<b>Study course annotation</b>	To form an idea of the place of advertising in the marketing communications system with an emphasis on the general and distinctive features of PR and advertising. To give knowledge about the psychological mechanisms of influence in advertising and PR, as well as about the basic laws of cognitive processes used in the construction of various types of advertising and PR. To teach the basic principles of creating an advertising message and the technology of building PR-companies. To teach critical analysis of advertising materials, planning technologies of PR-companies, using knowledge of the basic methods for assessing their psychological effectiveness.
<b>Aim of the study course</b>	To give knowledge of the basic principles of creating advertising messages, as well as the psychological mechanisms of influence used in advertising and PR. To teach critical analysis of advertising materials, planning technologies of PR-companies, using knowledge of the basic methods for assessing their psychological effectiveness.
<b>Objectives of the course</b>	<ul style="list-style-type: none"><li>• To acquaint with the history of the development of the theory and practice of advertising and PR, their interdisciplinary relations.</li><li>• To form ideas about the tasks and methods of advertising and PR.</li><li>• To disclose the psychological aspects of exposure in advertising and PR.</li><li>• To form an idea of the psychological principles of constructing an advertising message and the psychotechnology of planning a PR campaign.</li><li>• To teach a critical analysis of advertising materials and technologies for planning a PR campaign, using knowledge of the basic methods for assessing their psychological effectiveness.</li><li>• To teach to analyze the psychological content of advertising and to provide skills for developing the concept and strategy of an advertising campaign.</li><li>• Know the psychological principles of organizing marketing communications.</li><li>• To teach to recognize and evaluate the psychological content of advertising, to analyze the determinants of consumer behavior.</li><li>• To gain experience in analyzing the psychological problems of marketing communications and developing their platform and strategy.</li></ul>

Study course results	Knowledge	Skills	Competences
	<ul style="list-style-type: none"> <li>• Knowledge of the history, methods and principles of advertising and PR.</li> <li>• Knowledge of the principles of creating advertising messages.</li> <li>• Knowledge of the psychotechnology of planning PR campaigns.</li> <li>• Knowledge of the psychological mechanisms of influence used in advertising and PR.</li> <li>• Knowledge of the importance of taking cognitive, emotional and behavioral components into account when designing an advertising message.</li> <li>• Knowledge of the basic principles of advertising planning, building text advertising messages.</li> <li>• Knowledge of ethical issues of psychological impact in advertising.</li> </ul>	<ul style="list-style-type: none"> <li>• Skill of independent development of advertising appeal.</li> <li>• Skills in developing a concept and strategy for an advertising campaign.</li> <li>• The ability to use knowledge about the laws of cognitive processes in the design of advertising messages.</li> <li>• Skills for designing textual advertising messages.</li> <li>• Skills for assessing the psychological effectiveness of text advertising messages.</li> <li>• The use of knowledge about methods for assessing psychological effectiveness for the examination of advertising and PR companies.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to analyze and critically evaluate specific popular advertising messages.</li> <li>• Ability to predict the effectiveness of advertising messages for different audiences.</li> <li>• Ability to critically analyze and value advertising materials and technologies for planning PR campaigns.</li> <li>• Ability to analyze the psychological content of advertising messages.</li> </ul>
Study course content	Topics		
	1	<b>Introduction to the psychology of advertising.</b> Historical review of the formation and development of advertising. Modern trends in the development of advertising	
	2	<b>The concept of advertising.</b> Advertising in the system of marketing communications (public relations, sales promotion, direct marketing and advertising). Functions of advertising Principles and methods of advertising.	
	3	<b>Consumer decision making process.</b> The psychology of consumer motivation in advertising. The main types of consumer motives. The integrated nature of consumer decision making. Stages of the decision-making process, subsequent behavior.	
	4	<b>Psychology of perception and impact of advertising.</b> The mechanism of the psychological impact of advertising. Cognitive, emotional, behavioral components of advertising exposure. Mental processes in advertising. Psychological methods of exposure to advertising. Suggestion, persuasion, imitation, identification, manipulation, etc. Ethical problems of psychological influences in advertising.	
	5	<b>Psychological aspects of various types of advertising.</b> The main channels of distribution of advertising, their characteristics. Criteria for choosing an advertising distribution channel. Advertising in the press. Printable advertisement. Direct advertising. Radio advertising. Screen advertising. Outdoor advertising. Features of window dressing. Advertising on transport. Point-of-sale advertising. Souvenir advertising. Exhibitions, fairs. Internet advertising.	



	6	<b>Advertising planning, building texts of advertising messages.</b> The basic principles of compiling advertising texts. Stages of development of advertising appeal. The structure of the advertising appeal. Slogan, concept, functions. Advertising headline, concept, functions, types. The use of stylistic techniques in advertising headlines. The main advertising text. Argumentation in advertising. Models for building advertising text. Echophrase, types and functions.
	7	<b>Psychological examination of advertising.</b> Research in the field of advertising, the main directions. The concept of the psychological effectiveness of advertising.
	8	<b>PR in the structure of marketing, as a science and practice, managing public consciousness.</b> Tasks, functions, main directions. Target functions of PR. Criteria for choosing useful audiences. PR and advertising: general and distinctive. PR, publicity and organization reputation. Press materials
	9	<b>Typical PR events in the structure of a PR company.</b> PR assessment methods. Complex directions of PR - special events: receptions, presentations, conferences, round-table discussions, exhibitions. Stages of publicity planning.
	10	<b>Psychological aspects of developing a PR campaign.</b> Technology for planning a PR campaign. Corporate Image: Theory and Practice
<b>Form of assessment:</b>		Exam
<b>Obligatory literature:</b>		
<ol style="list-style-type: none"> <li>1. Fenni, B.B. &amp; Stroebe, W. (2020). <i>The Psychology of Advertising</i>. London: Routledge, 478 p.</li> <li>2. Shimp, T. A., &amp; Andrews, J. C. (2017). <i>Advertising, promotion and other aspects of integrated marketing communication</i>. Mason, OH: Cengage, 752 p.</li> <li>3. Kelley, L. D., &amp; Jugenheimer, D. W. (2015). <i>Advertising account planning: planning and managing an IMC campaign</i>. Third Edition. Armonk, New York: M.E. Sharpe, 252 p.</li> <li>4. Tangeits, M. (2011). <i>Reklāmzeme. Pasaules reklāmas vēsture</i>. Rīga: Jāņa Rozes apgāds, 280 lpp.</li> <li>5. Berger, A. A. (2013). <i>Dictionary of Advertising and Marketing Concepts</i>. California: Left Coast Press, 143 p.</li> <li>6. Epura, M., Eisenstat, E., &amp; Dinu, C. (2014). Semiotics and persuasion in marketing communication. Linguistic and philosophical investigation. <i>Addleton Academic Publishers</i>, vol. 13.</li> <li>7. Moriarty, S., Mitchell, N., &amp; Wells, W. (2012). <i>Advertising &amp; IMC. Principles and Practice</i>. Prentice Hall, 686 p.</li> <li>8. Lester, P. M. (2013). <i>Visual Communication: Images with Messages</i>. Boston: Cengage Learning, 448 p.</li> </ol>		
<b>Further reading list:</b>		
<ol style="list-style-type: none"> <li>1. Plotka, I., Urbane, B. &amp; Blumenau, N. (2022). Relationship between implicit and explicit attitudes towards domestic and foreign food brands and personality traits. Proceedings of 21-th International Scientific Conference Engineering for Rural Development Jelgava, Latvia, 25.- 27.05.2022. Latvia University of Agriculture Faculty of Engineering. Scopus. <a href="https://www.tf.llu.lv/conference/index.php?topicID=8">https://www.tf.llu.lv/conference/index.php?topicID=8</a> DOI: 10.22616/ERDev.2022.21.TF150.</li> <li>2. Urbane, B., Plotka, I., Blumenau, N., &amp; Igonin, D. (2021). Measuring the affective and cognitive bases of implicit and explicit attitudes towards domestic and foreign food brands. In V. Dislere (Ed.), Proceedings of the 14th International Scientific Conference "Rural Environment, Education, Personality. 07.-08.05.2021, REEP-2021". Vol.14. Latvijas Lauksaimniecības Universitāte (pp.216-233). DOI: 10.22616/REEP.2021.14.024.</li> <li>Plotka, I., Urbane, B., &amp; Blumenau, N. (2015). Explicit and Implicit Measurements of Brand Attitudes for Mobile Operators: Emotional and Cognitive Aspects. <i>International Business: Innovations, Psychology and Economics</i> 6 (1(10)), 45-60. EBSCO.</li> </ol>		



3. Ciotti, G. (2013). The Psychology of Color in Marketing and Branding.  
<http://www.helpscout.net/blog/psychology-of-color>.

4. /Lasmane, S. (2012). *Komunikācijas ētika*. Rīga: LU akadēmiskais apgāds, 304 lpp.

**Other sources of information (electronic journals):**

1. <http://biblio.bsa.edu.lv>

**Changes and additions to the program and literature list are possible during the study process**