

COURSE NAME: PSYCHOSOCIAL FUNDAMENTALS OF ADVERTISING AND PUBLIC RELATIONS

UFV CODE: 1331 **ECTS:** 4.5

TYPE OF COURSE: O, 1C

INTERNATIONAL CODE: ADP1331 **YEAR:** 3

REQUIREMENTS: ADP1314/ ADP1317

OBJECTIVES: To provide students with an overview of the theories that attempt explain

human persuasion. To analyze advertising as a social phenomenon with important consequences

in people's behavior. To point out the growing importance of advertising in social psychology

COURSE DESCRIPTION: Definition of social psychology. Opinions, attitudes, believes

and values. The cognisant element of the persuasive power of information (superficial

processing and systematic processing). The affective element of the persuasive power

of information (classic conditioning and instrumental conditioning). The effective element

of the persuasive power of information (attitude-behaviour relation)

METHODOLOGY: The classes will be basically theoretical. The course will also analyze

various advertising campaigns by way of example, pointing out the relationship between

theory and practice in advertising work

EVALUATION: There will be a final exam. The final grade will be the grade of the exam,

although the students may hand in voluntary assignments that will comprise up to 20%

of the final grade

PROFESSOR: To be appointed **LANGUAGE:** Spanish