

*Note: The information on this syllabus is available to students on the official Course Canvas Page in a more mobile-friendly and reader-friendly format*

# Psychology of Advertising - Adv 319

Professor **Lee Ann Kahlor**, PhD.

Unique #05925

T in **BMC 2.106** from 12:30 to 3 p.m.

BMC is located on the corner of Dean Keeton and Guadalupe. The lecture hall is at the top of the stairs.

PROFESSOR - LEE ANN KAHLOR, PH.D.

OFFICE HOURS: Th 12:30-1:30 p.m. and by appt.

OFFICE: BMC 4.370

512-791-5726 (this is my cell so call or text only 9 am -7 pm when you need immediate response, otherwise email me at [Kahlor@austin.utexas.edu](mailto:Kahlor@austin.utexas.edu))

## TEXTBOOK & INTERNET ACCESS

Burns, Veeck & Bush (2017). Marketing Research, 8th Ed. Pearson. Buy at the Coop or online, bound Solomon, Michael R. (2017), Consumer Behavior: Buying, Having and Being (12th edition), New Jersey: Pearson-Prentice Hall. This book is available as an ebook, value edition, global edition or as a bound hardcover. You can find it at the Co-op, Amazon, Pearson Higher Ed, and other venues, but it is vital you buy the correct edition as chapters and their contents map directly onto our weekly quizzes. GET THE BOOK ASAP!

Also required – you must have a way to access Canvas and the Internet in class – a phone or laptop will work.

## COURSE OBJECTIVES

This course is designed to help students understand the psychology of persuasion and consumer behavior. It is an overview of key psychological concepts and theories as they relate to marketing, advertising and public relations. The ultimate goal of this course is to provide an understanding of the psychology behind advertising and public relations planning, execution, and impacts.

This course meets your 3-credit UT Core Requirement for Social and Behavioral Science (SB).

## COURSE FORMAT

Lectures supplement and complement the readings by providing focus and additional insight on the major topics. You will take weekly online quizzes via Canvas on the readings each week. Required coursework also includes in-class polls (which will count for attendance), in- and out-of-class Canvas discussion posts, earning 2 points for participation in research studies, and three in-class exams (see schedule for dates).

CANVAS: Students should keep up daily with their performance in the class, pick up lecture materials, check for other course content and new assignments, participate in quizzes and discussions and check grades and announcements on Canvas <https://utexas.instructure.com>.

## DESCRIPTION OF COURSE REQUIREMENTS, POLICY

### GRADING BREAKDOWN

In-class polls 15%

Discussion Posts 20%

Weekly online quizzes 13%

Exams 50%

Professionalism and research participation 2%

FINAL GRADES are NOT rounded up or down. For example, a B- is inclusive of all scores 80.000 through 83.999%. NOTE: You must have a minimum grade of C in this class.

A = 94-100

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 67-69

D = 64-66

D- = 60-63

Note: I do not respond the way you hope when you email me at the end of the semester about your need for an extra .2 point to get a certain grade. Cutoffs are listed so you can work from day 1 to ensure you are not on the edge by the end.

#### ABSENCES

Students are responsible for any information missed during an absence. Lecture notes from previous days are not available from the professor. You do not need to send doctors' notes (or the like) to us when absent. We have built into the course structure ways to either make up or drop work regardless of circumstance.

We drop 1 in-class "poll"

We drop 1 discussion post

We drop 1 quiz grade

We offer an optional final if an in-class exam is missed

We allow 1 assignment re-write (or make-up)

#### OPTIONAL FINAL

An optional comprehensive make-up examination will be offered at our designated final exam time; it is a make-up option for anyone who has missed one of the in-class exams or for anyone who wants to try to improve her/his course grade. This exam will replace the lowest regular in-class examination only if it is higher. Otherwise, it will not be counted. This is the only make-up opportunity if any test was missed for any reason – this includes sick days, travel or emergencies. It is the same format and length as an in-class exam and you will be given the same amount of time as you are given for in-class exams, so show up at the starting time.

THE DATE IS Thursday, December 12, 2:00 pm

Location TBA

#### RELIGIOUS HOLY DAYS

Notify us of your pending absence at least fourteen days prior to the date of a religious holy day, especially if you must miss class, an exam, assignment, or project.

#### STUDENTS WITH ACCOMMODATIONS

The University provides academic accommodations for qualified students with disabilities. Contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

If accommodations include extended testing time and control of distractions, please arrange to take your exams in the SSD facility.

Remind me to send the exam there before the scheduled exam date, and have them email the exam back to me for grading.

For other accommodations, please work with your TA and I to ensure your needs are met. If we are not meeting your needs, please contact us so that we can do so. We want to help!

#### UNIVERSITY OF TEXAS HONOR CODE

Core values of UT Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

#### POLICY ON SCHOLASTIC DISHONESTY

Academic dishonesty is cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. These are the course guidelines and you must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read at [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php). (Links to an external site.)

Among the activities that fit with the above policies are: participating in an in-class poll while not in class (unless you have prior written approval from the professor) and looking at peers exams during exam time.

#### THE MOODY COLLEGE WRITING SUPPORT PROGRAM

The program, located in BMC 3.322, offers one-on-one assistance without charge to students seeking to improve their professional writing in all fields of communication. We have specialists in Journalism, RTF, CSD, CMS, and PR and Advertising. In addition, we offer workshops to strengthen core writing skills in each field and to inspire students to strive for excellence. Students may book half-hour appointments on our website or drop in for assistance during all stages of the writing process.  
<https://moody.utexas.edu/students/moodywriting>

#### IDENTITY, DISCRIMINATION, HARASSMENT, PERSONAL SAFETY

I am the Stan Richards School's Minority Liaison and I work extensively with minority and LGBTQI students. Please lean on me as needed.

I have experience helping students navigating identity- and safety-related challenges, including racism, sexual harassment and sexual assault.

To see some of the work we are doing in SRS, please visit <https://advertising.utexas.edu/about/diversity-commitment> (Links to an external site.)

For other UT supports, visit:

Gender and sexuality support: <https://diversity.utexas.edu/genderandsexuality/> (Links to an external site.)

Facing Asian Stereotypes: <https://www.cmhc.utexas.edu/modelminority.html> (Links to an external site.)

Where to report discrimination or harassment: <https://equity.utexas.edu/investigations/faq/> (Links to an external site.)

CMHC Crisis Line: 24/7 | 512.471.2255 | [cmhc.utexas.edu/24hourcounseling.html](https://cmhc.utexas.edu/24hourcounseling.html)

## COUNSELING, MENTAL HEALTH

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there is support!

For immediate support:

Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471-3515  
|cmhc.utexas.edu

CMHC Crisis Line: 24/7 | 512.471.2255 | cmhc.utexas.edu/24hourcounseling.html

CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW CMA 4.134 | 512-471-7642  
(Please leave a message if she is unavailable)

Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html

MindBody Lab - cmhc.utexas.edu/mindbodylab.html

Classes, workshops, & groups - cmhc.utexas.edu/groups.html

## RESEARCH PARTICIPATION

You must earn 2 research credits via studies that will become available throughout the semester at <https://advertising.utexas.edu/research/pool> (Links to an external site.). I do not honor research points from other departments or schools. Do not take a study more than once (e.g., to meet another class' requirements) or the credit will be voided. You will not receive extra credit in this class for participating in more than 2 studies, although you may have additional research requirements in other classes.  
<https://advertising.utexas.edu/research/pool> (Links to an external site.)

Dates	Topic	Reading	Quiz
9/3	Intro	Ch. 1	
9/10	Consumer & Well-being	Ch. 2	Q1-Course info
9/17	Perception	Ch. 3	Q2-Ch 3
9/24	Learning & Memory	Ch. 4	Q3-Ch 4
10/1	EXAM		
10/8	Motivation & Affect	Ch. 5	Q4-Ch 5
10/15	Self	Ch. 6	Q5-Ch 6
10/22	Personality, lifestyles & values	Ch. 7	Q6-Ch 7
10/29	Attitudes, Dec Making	Ch. 8, 9	Q7-Ch 8-9
11/5	EXAM		
11/12	Buying, Groups & Social Media	Ch. 10, 11	Q8-Ch 10-11
11/19	Income & Class	Ch. 12	Q9-Ch 12
11/26	Subcultures, Culture	Ch. 13-14	Q10-Ch 13, 14
12/3	EXAM		

Optional Final: Saturday, December 14, 2 pm