

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	SOCIAL PSYCHOLOGY		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	3345
Teaching period:	Second semester		
Area:	Anthropology		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

Se estudia cómo las personas tomamos decisiones de compra y qué subyace a estas decisiones es el foco principal de esta disciplina que aborda estas grandes preguntas y las responde desde la psicología social aterrizando en el consumo.

Esta observación y análisis son fundamentales para la base de la comunicación, de la elaboración de estrategias, de campañas, de acciones, etc. Es a través del conocimiento acerca del comportamiento del consumidor/ciudadano, que las empresas y marcas, instituciones, organizaciones y estados se acercan a sus públicos objetivo. Un conocimiento que viene dado por la comprensión de sus motivaciones, expectativas,

emociones e incluso miedos o rechazos en la toma de decisiones.

Estas razones están arraigadas en su mente y están influenciadas por su cultura, estilo de vida, país de origen y residencia, acceso a la tecnología, etc.. y es la psicología social, el comportamiento social, los que tratan de dar respuesta desde una forma agregada, como colectivo pero partiendo de su comprensión individual.

## **SKILLS**

### **Basic Skills**

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### **General Skills**

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand reality and convey this understanding in the media.

To learn to research by connecting each item of information or discovery to the existential concerns present in personal and social life.

### **Specific skills**

To analyse the social impact of new technologies and modern communication, and of the mediation afforded by the communicative and social systems.

To develop curiosity, insight and creativity and to be aware of the various cultural and artistic manifestations on the

rise, as well as the new channels of expression emerging in society.

To set out reasoned ideas on the basis of argumentation and rhetoric.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours