

Office Location: Weimer 2082  
Zoom office link: <https://ufl.zoom.us/j/6554164328>

## MMC6936

### Psychology of Advertising, Fall 2025

#### Course Description

The Psychology of Advertising course provides an in-depth examination of the psychology behind advertising techniques and strategies. The goal of the course is to bring clearer understanding to the tools available to communications planners to improve communication's impact when a conscious effort is made to link theory with consumer decision outcomes. Through a combination of theoretical and practical approaches, students will develop a comprehensive understanding of psychological principles used in advertising campaigns.

#### Objectives

1. To understand the utility of consumer psychology in the context of carrying out the objectives, functions, and goals of advertising as a persuasive communication tool.
2. To analyze the impact of advertising on consumer decision-making and behavior outcomes.
3. To explore theory-based psychological strategies employed in advertising exemplars and evaluate their effectiveness in meeting campaign goals.

#### Textbook

*Made You Look: How to use brain science to attract attention and persuade others* by Carmen Simon, Ph.D. Copyright 2024. McGraw Hill:New York.

Supplemental materials will be made available in CANVAS and in the UF Libraries course reserves.

#### Assessment Criteria

Student development and skills performance will be assessed on a cumulative point scale per the categories below.

- 4 discussion board assignments (20 points per)
- 2 class presentations/demonstrations (100 points each)
- In-depth POA Case Study Review paper (100 points)
- Attendance & Participation (100 points)

Dr. Morton Padovano  
[cmorton@ufl.edu](mailto:cmorton@ufl.edu)

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In-person office hours T/R 1:00-3:00

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Random attendance checks taken weekly throughout the semester. Full credit will require a comprehensive attendance rate of 80%

Final grades are based on the student's accumulated points relative to the base of points offered during the semester.

## Course Administrative Policies

### *Academic Honesty*

Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

### *Attendance & Participation*

The instructor will aspire toward taking attendance at least one class period each week, either by calling class roll or via acknowledgement of one's presence during class meetings. As it is the expectation that students will make a habit to be in class, no advance notification will be given about when attendance will be taken.

Each student is allowed two "free" missed classes on non-exam days without penalty to the final attendance point total. Keep in mind that the free absences do not automatically excuse the student from assignment due dates, point awarded for in-class participation, or other point-based activities. Routine unexcused absences over the two-missed-class minimum will result in a loss of one-half point per absence and may directly affect the student's grade. This does not apply, however, to excused absences due to activities sponsored by Ad Society, CJC organizations or that require student participation in official University business. See the section below for an understanding about the instructor's policy for excused absences and personal emergencies.

### *Class Format and Protocol*

Class periods are meant to be interactive. PowerPoint slides are supplemental to the textbook and are meant to present examples of course topics that will be covered during the semester. minimize the need for rote dictation of the lecture points. Occasionally, students will be invited to use technology in class as a tool for building on issues associated with the course.

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On these days, the use of laptops, tablets, or other data-access devices is welcome. Otherwise, the use of technology is for work outside of class assignments is strongly discouraged.

### *Contacting the Instructor*

At the top of this document, please note the various ways you may use to contact me – by phone, answering machine, email, or via Zoom. In the case of Zoom, you are asked to send an email to set up a meeting appointment in advance of the time you want to interface.

Written correspondence through Canvas mail are the most efficient means for contacting the instructor. I will make every effort to reply to your email within 36 hours of you sending it. Please note that this period excludes weekends, holidays, or University-recognized breaks. If you have sent an email message that is still awaiting a reply after 36 hours, please re-send the message. You may also verbally alert me during class time or call/come by during office hours.

### *Personal Emergencies/ Excused Absences*

It is the student's responsibility to advise me of any personal emergency that could affect his/her attendance and/or participation in the course. In the case of personal emergency or extenuating circumstance that results in you missing class over an extended period, please notify me as soon as possible via e-mail at the earliest opportunity. The student will be responsible for following up on any missed class discussion, notes, handouts, and/or announcements made in his or her absence. Occasionally, a student's participation in extracurricular organizations (e.g., Ad Society, UF Marching Band, UF Athletics, etc.) will require that s/he miss class to participate in organizationally sponsored events. Under such circumstances, students are required to provide the instructor with appropriate documentation from the sponsoring organization BEFORE the expected absence.

### *Format for written assignments*

We will adhere to a business memo style format for submitting brand strategy reports. The American Psychological Association (APA) style should be used to cite references within the document, as well as in the reference list at the end of the document. All assignments should be submitted via Canvas as a .doc or docx file. In keeping with this format, single-space lines and appropriate section headers should be used to guide the reader through the sections of the brand document. Graphs, tables, or exhibits should be displayed in an Appendix to the document with numerical reference made in the context of the document.

Please consult the instructor for further clarification on written submissions as needed.

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### *Support for Students with Disabilities*

Students requesting classroom accommodation must first register with the Disability Resource Center (<https://disability.ufl.edu>) in the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected.



Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength, not weakness. In case of emergency, call 9-1-1.

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### Course Outline

Week 1: Introduction to the Psychology of Advertising course/ Read Intro & Ch 1 for next week

Week 2: The Science of Persuasion/Priming the Brain for Attention (Read Chs 2, 3 for next week)

Week 3: Embodied Cognition & Provocative Content: Music, motion, and engaging the audience (Read Chs 4, 5 for next week)

Week 4: The Psychology of Boredom Perception and Building Attention with Advertising

Week 5: Team Presentations and Demonstrations: Psychology Principles in Motion (October 1)



Week 6: Mind Wandering: Help them see when they're not looking (Ch 7 class discussion)

Week 7: Motivation and Emotion (ARes readings)

Week 8: What Happens Next? (Ch 8)/Help them see your message when you aren't there (Ch 9)

Week 9: Persuasion, Attitude formation, and Attitude Change: The Decision to Look -PI (Ch 10)

Week 10: The Decision to Look -PII (Ch 10)/ How media affects consumer judgement and choice: Print, broadcast, Direct-to-consumer, Internet, & Social Media

Week 11: The Application of Advertising to Persuade Audiences about Complex Issues/Health, Culture, and Abstract Product ideas

Week 12: Planning for the end-of-semester case study and presentation

Week 13: Planning for the end-of-semester case study and presentation

Week 14: THANKSGIVING WEEK – \*NO CLASS MEETING\*



Week 15: Team Case Study Presentations and Demonstrations of Psychology of Advertising in

Motion



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