

Module code	MPS705	Level	7
Module title	Brands, Ads and Aspirations	Credit value	10
Programme(s) on which the module is taught	Option for MA Media and Digital Communications	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

Consumer behaviour is influenced by visual, auditory, even olfactory media, from advertising, film or music video, the representation of life styles in film and soap operas or the sharing of information via social media. The “Brand” is an important concept in marketing and in consumer psychology. The notion of the Brand as a ‘friend’ and a symbol of status is an increasing phenomenon. The aims of this module are to introduce students to some essential principles of media psychology and to explore and examine aspects of product category involvement, loyalty and the notions of desire and aspiration and how these impact on consumers and how these aspects are targeted in marketing, notably advertising. The module aims to increase students experience in working with psychological literature and research in relation to exploring the consumer product Brand relationships. This includes consumer relationships with film and fashion, as well as counterfeit products.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

- A1. A systematic understanding of knowledge and a critical awareness of issues in the marketing and psychology disciplines.
- A2. Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A3. An understanding of the approaches and methods adopted in the study of marketing and psychology, and will use this understanding to research and investigate issues relevant to the two disciplines.
- A4. An ability to collect and analyse data and information, to evaluate their relevance and validity, and to synthesize a range of information in the context of new situations.
- A5. Their conceptual understanding of marketing and psychology and which enables the use of existing research and scholarship to identify new or revised approaches to practice.

B) Skills

Upon successful completion of this module the students will be able to:

- B1. Analyse complex marketing and psychological issues systematically and creatively and communicate their conclusions clearly to specialist and non-specialist audiences.
- B2. Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.
- B3. Develop the ability to conduct research in marketing and psychology independently, and as part of a team through research design, the collection and analysis of qualitative and quantitative data, synthesis and reporting.
- B4. Use information and knowledge effectively in order to abstract meaning from data.
- B5. Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.

4. Indicative content

- Introduction to Media Psychology and three core theories
- Attitude formation and persuasion; advertising; celebrity endorsement
- Brands, luxury, status and counterfeit purchase
- Building Consumer involvement and loyalty
- Desire and aspiration; product placement in film, TV and music video
- Social media and Electronic word of mouth: Bloggers, Vloggers and Instagram
- Fashion, perfume and accessories: the 'meaning of things'
- Practical group work and discussion session: analysis of adverts and imagery
- Generational, cultural and gender issues

5. Learning and teaching methods

Teaching will comprise a combination of interactive lectures, practical advert analysis session and discussion, and group-work workshops.

10 credit module – 100 learning hours

Directed learning	24 hours
Lectures	22
Other	2
Collaborative Learning	2 hours
Tutorials (1:1 and group)	2
Self-directed learning	74 hours
Preparation for class	23
Self-study after class	23

Preparation for assessments	18
Assessment	10
Total	100

6. Assessment and relative weightings

Formative assessment

For assessment 2, the group will report on the campaign selected, the reasons for this selection, the questions it will ask of this campaign and the literature it has reviewed.

Summative assessment

1. (50%): Essay (1000 words). Students will individually answer two out of five questions in a short-answer format. Students will have one week to complete the assessment.

2. (50%): An analytical group report (2000 words) requiring the description, analysis and evaluation of the psychological processes underpinning an existing media campaign (print, social media or moving image) and the behaviour this campaign is designed to influence.

7. Mapping of assessment tasks for the module

Assessment tasks	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5
Essay	✓	✓	✓		✓				✓	
Group report	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

8. Key reading

Key Texts

Giles, D. (2010). *Psychology of the media*. London: Palgrave

Sethna, Z. & Blythe, J. (2016) *Consumer Behaviour*. London; Sage

Turngate, M. (2012) *Fashion Brands*. London: Kogan Page

Recommended Texts and Journals

Key papers from the following which will be available via the VLE:

European Journal of Marketing

JEP: Applied

Journal of Applied Psychology

Journal of Applied Social Psychology

Journal of Consumer Psychology

Journal of Consumer Behaviour

Psychology & Marketing

And other psychological Journals