

## COURSE DESCRIPTION

<b>Name of the higher education institution:</b> <i>University of Prešov</i>	
<b>Name of the faculty/university workplace:</b> <i>Faculty of Management and Business</i>	
<b>Course code:</b> KMP/PRS-ER/26	<b>Course title:</b> Psychology of Advertising
<b>Type, scope and method of educational activity:</b> Type of educational activities: lectures and seminars Scope of educational activities: 1 h lectures / 1 h seminar per week Method of educational activities: combined; max. 30% distance, via MS Teams, Moodle or other applications and platforms	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> winter	
<b>Degree of study:</b> 1.	
<b>Prerequisites:</b> -	
<b>Conditions for passing the course:</b> <i>The evaluation of the student's academic results within the study of the subject is carried out by: continuous assessment.</i> <i>Continuous assessment of seminar activities (max. 20%).</i> - active participation and discussion in seminars, presentation of the semester project - written test (max. 80%)  <i>The overall assessment will consist of the sum of points (%) for the presentation of the semester project and points (%) for the written test.</i>  <i>Final evaluation:</i> Criteria for success (percentage expression of the results at the assessment of courses) are for the classification grades as follows: A: 100,00 – 90,00%; B: 89,99 – 80,00%; C: 79,99 – 70,00%; D: 69,99 – 60,00%; E: 59,99 – 50,00%; FX: 49,99 and less %.	
<b>Learning outcomes:</b> <i>The graduate of the course will acquire knowledge, skills and competences.</i>  <b>Knowledge:</b> <i>The student has an adequate level of knowledge and skills and is able to:</i> - define and interpret basic concepts in advertising psychology and the relationships between them, - characterize, classify, and provide examples of arguments and emotions in advertising, - describe advertising target groups.  <b>Skills:</b> <i>The student has competencies in the principles of advertising creation and is able to:</i> - describe the process of creating advertisements and apply it, - design a project on a selected topic in advertising psychology, - specify advertising target groups for consumers and sellers.  <b>Competencies:</b>	

*The student can use the acquired knowledge and skills in situations of work environment and is able to:*

- *discuss communication and persuasion in advertising and justify their position,*
- *present a project on a topic within advertising psychology.*

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**Course content:**

1. Historical context of applying psychology in advertising
2. Advertising psychology – characteristics, objectives, functions
3. Methods of advertising psychology
4. Perception and attention in advertising
5. Memory, forgetting, and the role of learning in advertising psychology
6. Motivation and interests
7. Emotions in advertising
8. Persuasion and ethics
9. Ethical code in advertising psychology
10. Communication in advertising
11. Effectiveness of advertising
12. Advertising and sales support
13. Trends and modern approaches in advertising psychology

**Recommended literature:**

FENNIS, M. B., STROEBE, W. 2010. The psychology of advertising. New York: Psychology Press.  
LENCIONI, M. P. 2012. The Advantage: Why Organizational Health Trumps Everything Else In Business. San Francisco: Jossey-Bass. ISBN 978-0-47-094152-2.  
REIMAN, J. 2012. The Story of Purpose: The Path to Creating a Brighter Brand, a Greater Company, and a Lasting Legacy. Chichester: Wiley-Blackwell. ISBN 978-1-11-844369-9.  
TELLIS, J. G. 2000. Reklama a podpora prodeje. Praha: Grada Publishing. ISBN 80-7169-997-7.

**Language which is necessary to complete the course:** *English*

**Notes:**

Workload distribution:

*40% load – teaching activities*

*20% load – preparation of semestral project and presentation*

*40% load – self-study, preparation for the final test*

Students with specific requirements or special needs will be supported and will have tailor made access to the course based on the recommendation of the faculty coordinator for students with special needs.

**Course evaluation:**

Total number of students evaluated: 0

A	B	C	D	E	FX
%	%	%	%	%	%

**Lecturers:**

Mgr. Bohuš Hajduch, PhD.

**Date of last change:** 01.04.2026

**Approved by:** prof. Ing. Dr. Róbert Štefko, Ph.D.

