

DEREE COLLEGE SYLLABUS FOR: CN 4566 AUDIENCE BEHAVIOR IN THE MEDIA	
<p style="text-align: right;">Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: 6 UK CREDITS: 15</p> <p>(Previously: CN 4566 AUDIENCE BEHAVIOR IN ADVERTISING) (Updated: Fall 2025)</p>	
<b>PREREQUISITES:</b>	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2001 Foundations of Contemporary Media CN 2110 Introduction to Advertising
<b>CATALOG DESCRIPTION:</b>	The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalization.
<b>RATIONALE:</b>	Students will learn to understand the fundamentals of audience behavior and be able to take important decisions in targeting relevant audiences and designing appropriate message and media strategies to achieve the best results. They will learn to recognize internal and external drivers of behavior in the consumption of information and products. They will learn how to obtain insights regarding audience characteristics, needs and wants and accordingly design appropriate communication strategies to achieve specific results, as in increasing the newsworthiness of a message and/or the promotional effectiveness of a campaign.
<b>LEARNING OUTCOMES:</b>	<p><i>As a result of taking this course, the student should be able to:</i></p> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge and understanding of the major theories and key concepts relevant to audience behavior in the media.</li> <li>2. Research and evaluate audience characteristics, needs, wants, interests and attitudes.</li> <li>3. Make concrete creative recommendations that demonstrate the ability to target diverse audiences, based on a clear understanding of their differences and similarities.</li> <li>4. Apply audience behaviour theories and frameworks in the analysis and critical evaluation of real-world situations.</li> </ol>
<b>METHOD OF Teaching AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>• Class Lectures</li> <li>• Interactive Learning (class discussions, group work, creative sessions)</li> <li>• Case studies</li> <li>• Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</li> </ul>

	<ul style="list-style-type: none"> <li>Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>						
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1"> <tr> <td>First assessment: Mid-term Exam, 1 hour; choice of questions</td><td>45%</td></tr> <tr> <td>Final assessment: Individual project, 3000-3,5000-word assignment on audience behaviour with research and creative components.</td><td>55%</td></tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td>Creative development - Presentation of different creative executions targeting pre-specified diverse audiences.</td><td>0%</td></tr> </table> <p>The formative assessment (creative development) prepares students for the summative assessments.</p> <p>The first assessment (midterm exam) tests Learning Outcomes 1 and 4.</p> <p>The final assessment (project) tests all Learning Outcomes.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	First assessment: Mid-term Exam, 1 hour; choice of questions	45%	Final assessment: Individual project, 3000-3,5000-word assignment on audience behaviour with research and creative components.	55%	Creative development - Presentation of different creative executions targeting pre-specified diverse audiences.	0%
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Final assessment: Individual project, 3000-3,5000-word assignment on audience behaviour with research and creative components.	55%						
Creative development - Presentation of different creative executions targeting pre-specified diverse audiences.	0%						
<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b></p> <p>Solomon, M.R. (2018). <i>Consumer Behaviour: Buying, Having, and Being</i>. 12th, Global Edition, Harlow, UK, Pearson Education.</p> <p><b>RECOMMENDED READING:</b></p> <p>Solomon, M.R., Bamossy, G.J., Askegaard, S. &amp; Hogg, M.K. (2016). <i>Consumer Behaviour: A European Perspective</i>, 6th Edition, Harlow, UK, Pearson Education.</p> <p>Smith, A. (2020). <i>Consumer Behaviour and Analytics</i>. Abingdon, UK, Routledge.</p>						
<b>INDICATIVE MATERIAL:</b>	Overhead Projector						
<b>COMMUNICATION REQUIREMENTS:</b>	Blackboard and an active ACG email account. High standards of oral and written English for all assignments						
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard CMS; MSOffice						
<b>WWW RESOURCES:</b>	Journal on Consumer Research: <a href="http://www.ejcr.org">http://www.ejcr.org</a> CBSIG/AMA: <a href="https://www.ama.org/ama_cohort/cbsig/">https://www.ama.org/ama_cohort/cbsig/</a>						
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>Audiences, Consumers and the Media</li> <li>Technology-Driven Audience Behavior</li> <li>Segmentation, Targeting, and Positioning</li> </ol>						

	<ol style="list-style-type: none"><li>4. The Consumer as an Individual vs. Audiences as groups</li><li>5. Motivation and Personality Theories</li><li>6. Perception</li><li>7. Learning</li><li>8. Attitude Formation and Change</li><li>9. Communication and Audience Behavior</li><li>10. Persuading Audiences</li><li>11. Advances in Audience Behavior: From Print and Broadcast to Social and Mobile Media</li><li>12. Reference and Social Groups</li><li>13. Audiences in their Social and Cultural Settings</li><li>14. The Family and Its Social Standing</li><li>15. Culture's Influence on Audience Behavior</li><li>16. The Role of the Subculture</li><li>17. Cross-Cultural Audience Behavior: An International Perspective</li><li>18. Ethical Issues in Audience Behavior</li></ol>
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