

DEREE COLLEGE SYLLABUS FOR: CN 4566 AUDIENCE BEHAVIOR IN ADVERTISING			
(Fall 2020)	US CREDITS: 3/0/3 UK LEVEL: 6 UK CREDITS: 15		
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2301 Foundations of Contemporary Media CN 2310 Introduction to Advertising		
CATALOG DESCRIPTION:	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 behaviour. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation.		
RATIONALE:	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, increasing advertising effectiveness.		
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of the major theories and key concepts relevant to audience behaviour in advertising. 2. Research and evaluate audience characteristics, needs, wants, interests and attitudes. 3. Make concrete creative recommendations that demonstrate the ability to target diverse audiences, based on a clear understanding of their differences and similarities. 4. Apply audience behaviour theories and frameworks in the analysis and critical evaluation of real-world situations. 		
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Class Lectures ➤ Interactive Learning (class discussions, group work, creative sessions) ➤ Case studies ➤ 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. ➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 		
ASSESSMENT:	Creative development – formative	0	Presentation of different creative executions targeting pre-specified diverse audiences.
	First assessment (midterm exam)	45	1 hour; choice of questions
	Second assessment (individual project)	55	2,700 to 3,000-word assignment on audience behaviour with research and creative components.
	The formative course work aims to prepare students for the summative assessment and add to a student's portfolio.		

	<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 second assessment (project) tests Learning Outcomes 1 through 4.</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>
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Solomon, M.R. (2018). <i>Consumer Behaviour: Buying, Having, and Being</i>. 12th, Global Edition, Harlow, UK, Pearson Education.</p> <p>RECOMMENDED READING:</p> <p>Solomon, M.R., Bamossy, G.J., Askegaard, S. & 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>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	Word, PowerPoint, Overhead Projector
COMMUNICATION REQUIREMENTS:	<p>All papers using Word</p> <p>All presentations using PowerPoint, if required, or overhead projector</p> <p>All verbal presentations using professional and coherent English</p>
SOFTWARE REQUIREMENTS:	Word, PowerPoint software
WWW RESOURCES:	<p>Journal on Consumer Research: http://www.ejcr.org</p> <p>CBSIG/AMA: https://www.ama.org/ama_cohort/cbsig/</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Audiences and Consumers 2. Technology-Driven Audience Behaviour 3. Segmentation, Targeting, and Positioning 4. The Consumer as an Individual vs. Audiences as groups 5. Motivation and Personality Theories 6. Perception 7. Learning 8. Attitude Formation and Change 9. Communication and Audience Behaviour 10. Persuading Audiences 11. Advances in Audience Behaviour: From Print and Broadcast Advertising to Social and Mobile Media 12. Reference and Social Groups 13. Word-of-Mouth 14. Audiences in their Social and Cultural Settings 15. The Family and Its Social Standing 16. Culture's Influence on Audience Behaviour 17. The Role of the Subculture 18. Cross-Cultural Audience Behaviour: An International Perspective 19. Audience and Consumer Decision-Making 20. Ethical Issues in Audience Behaviour

- | | |
|--|---|
| | <ol style="list-style-type: none">21. Audience and Consumer Research22. The Decision-Making Process23. Diffusion of Innovations24. Social Responsibility25. Consumer Research |
|--|---|