

Neuromarketing and Psychology of Advertising

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Psychology and neuroscience interact to explain advertising

COURSE AIMS

Advertising (ADV) and consumption are closely related phenomena for two main reasons:

- ADV specifically proposes stories and representations of brands and products that people use or will use.
- ADV contributes significantly towards guiding individual choices.

In the light of this, studying advertising means investigating the effects and processes determined by the ADV message, as well as how this relates to consumer choices.

Nowadays, a merely one-dimensional logic cannot do this effectively and in depth. An integrated "Brain and Mind" analysis is therefore needed, one that can connect the two fundamental levels on which advertising operates: the mind and the brain.

An approach, thus, that integrates the implicit and the explicit, looking at both psychophysiological and neuropsychological phenomena (internal, not directly observable) and psychological phenomena/the individuals' narrative of how they perceive and process the message (external, observable) from a single perspective.

The key objective of the course, therefore, is:

- To illustrate the effects, functioning, meaning and value of advertising, based on an integration and interaction of the theories of advertising psychology and consumer neurosciences.

MODULE I: PSYCHOLOGY OF ADVERTISING (*Prof. Andrea Corti; Prof. Nicola Lampugnani*)

COURSE CONTENT

MODULO PROF. ANDREA CORTI

Advertising psychology places the analysis of ADV within a broader context: on the one hand, its psychological and behavioural link with the mindset of individuals (needs, ideas, cognitions, emotions, values, etc.), on the other its interaction with the world of brands and consumption.

The key objective of the module is:

- To illustrate, by way of the most effective psychology paradigms and theories, the effects, functioning, meaning and value of advertising, offline and online.

More specifically, the main topics will include:

- Advertising and psychology: the basis and nature of their interaction, the meaning and raison d'être of advertising psychology.
- The evolutionary stages of advertising psychology: origins, first approaches, paradigms and theories that have followed.
- Advertising psychology today: the models of cognitivist psychology, the role of values, the integration of offline and online, ADV in the context of social networking.

MODULE PROF. NICOLA LAMPUGNANI

How has advertising evolved over the past 15 years?

And are advertising agencies still the nerve centre of creativity?

The aim of the Module will be to understand how advertising creativity works today, who the professional figures currently involved are, and how the communication profession is evolving in a world where the fragmentation of the advertising message increasingly calls for more consistency and ability to adapt a single message to different tools, whether off-line or online.

Beginning with the terminologies that are used in creativity and in the production of advertising campaigns, we will explore the world of creativity applied to marketing, understanding the importance of the strategy behind an advertising message up to its actual creation, examining how Italian and global creativity is evolving and following the process of globalisation that many brands are adopting.

The underlying objectives of the module are threefold:

- illustrate the functioning, meaning and value of advertising, both offline and online.
- Analyse the latest developments in advertising, both in media and channel terms and, strategically, in terms of the emergent dialogue relationship with individuals.
- Highlight, in particular, the change from brand image to the "face of the brand" and the new challenges facing brands.

MODULE II: NEUROMARKETING (*Prof. Michela Balconi*)

COURSE CONTENT

Combining the latest knowledge on the brain mechanisms that guide consumers in their decisions and choices, the module aims to present a broad overview of current

neuromarketing and Consumer Neurosciences. It then aims to explore some of the main processes related to consumption, as well as investigating the mechanisms underlying the creation of effective messages in ADV. In the first case we will consider, also through an analysis of case histories, the following aspects:

- The processes of implicit information processing at the perceptual level, of spatial and mnemonic representation.
- The mechanisms related to emotional behaviour in consumption.
- Rewarding processes in the formation of preferences and choices.

In the second case, a neuroscientific study will be made of the main mechanisms involved in producing effective communication within different ADV formats (in both for-profit and non-profit contexts), with particular reference to:

- Verbal and nonverbal processes in the advertising message.
- The effect of multimodal integration on consumer fruition.
- The inter-sensory effects induced by multimedia artifacts.

The characterising feature of the Module is the integration of theoretical knowledge with hands-on application of the main methods and tools of Consumer Neurosciences (eye-tracking; EEG; Bio-Neurofeedback; Optical imaging - fNIRS; neurostimulation and neuromodulation).

READING LIST

The texts for the first module will be communicated in class.

Texts (for consultation) for the second module:

M. BALCONI-A. ANTONIETTI, *Scegliere, comprare. Dinamiche di acquisto in psicologia e neuroscienze*. Springer, Milan, 2009.

One article to be chosen from a list indicated in class

To these texts shall be added the slides used in lectures, downloadable from the Blackboard platform.

TEACHING METHOD

Teaching will be characterised by a particularly interactive approach, encouraging and requiring students' active participation, contribution of ideas and expression of opinions, participation in topical debates and panel discussions, and practical work on cases. In view of this, lectures will be supplemented with:

- case history analyses;
- exercises and other practical activities involving the application of neuroscientific tools and methods;
- reports and interventions by external experts, who will both contribute their applied professionalism to lectures and provide stimuli for students to use in discussions and debates.

- These external speakers will be business, marketing and advertising consultants as well as corporate communication experts, marketing directors and top managers of national companies and multinationals, etc.

ASSESSMENT METHOD

A written assessment (research report), a group activity and an oral exam at the end of the course, aimed at ascertaining students' critical knowledge of course content and their ability to apply it in practical situations.

The oral exam will require students to answer specific and targeted questions, as well as - and especially - illustrate a more general knowledge of course content, knowing how to argue on topics, concepts and broader issues which are key to the subject at hand. The group exam constitutes the outcome of a project carried out in groups on certain subjects identified during the specific module. The written exam will comprise a short paper on the possible applications of neuroscientific methods/tools in the field of consumer neurosciences and ADV.

The final mark, out of thirty, will result from an integration of the oral and written assessments. The oral assessment will be based on a series of specific parameters against which the quality of students' answers (expressive capacity; accuracy; ability to connect and debate) will be judged. The written assessment will focus on the skills learned with respect to applying theoretical and instrumental knowledge in specific professional contexts.

NOTES

Further information can be found on the lecturer's webpage at <http://docenti.unicatt.it/web/searchByName.do?language=ENG>, or on the Faculty notice board.