



DIDACTIC PLAN

WORKSHOP, SEMINAR or SESSION TITLE:

ADVERTISING AND EMOTIONS

AIMS:

- Understand the origins and main kinds of advertising.
- Know the advertising and marketing mix.
- Recognize the effects of advertisements on consumer buying behavior.
- Think about rational or emotional consumer behavior.
- Analyze fashion victims problems and the need of kid protection from (excessive and improper) advertising.
- Know new trends of advertising (neuromarketing and street marketing)

CONTENTS:

- Presentation
- Watching video files (different kinds of advertisements)
- Discussion, brainstorming and conclusion

ACTIVITIES:

- Introduction to theoretical concepts: advertising, marketing mix, consumer behavior and new advertising trends
- Watching advertisements (Super Bowl advertisement, funny advertisements, Thai advertisements)
- Discussion about advertising, consumer behavior.
(Use of a basic survey)

TIMING: 1 hour and a half

RESOURCES AND MATERIALS :

Powerpoint presentation slides

Youtube video files

Personal survey about consumer and advertising

JAVIER NAVARRO CÁRCEL

DATE: 21th of November