

Syllabus Applied Psychology of advertisement and related areas

Term	2006 Fall
Lecturer	PhDr. Mgr. Jeroným Klimeš, Ph.D.
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Phone	(+420) 608 221 075
Office hours	By an appointment
Class time	4 teaching hours a week
Prerequisites	Introductory course in psychology and/or consent of instructor, interest in the subject
Classes type	Excursions, Lectures, Seminars

Teaching method

Balanced combination of theoretical background and practical insight into various aspects of applied psychology.

Visits of psychological workplaces are intertwined with discussions and analysis of students' experience. Theoretical lectures should deepen the naive psychological understanding. Lectures and seminars have typical assignments, exams, presentations, tests and final papers.

Objectives

The course offers the students the opportunity to get familiar with several institutions in Prague that offers psychological service and get sound psychological background and knowledge. Several lessons will be devoted also to communication activities in the group aimed at better knowing and understanding oneself and the others.

Assessment and requirements

Grades are based on the standard grading scale: ABCDF with +- subgrades. F is for failure, plagiarism and cheating. Students can agree on pass/fail grading in accordance with the International office.

The resulting grade is an average of effort in practical part and effort in theoretical introductions of the course.

General requirements

General psychological knowledge is welcome. All readings and discussions are held in English. Active participation and openness for possible cooperation with Czech students and contact with people outside of school, collecting information in the field, etc. The students have responsibility to read the assigned material and follow the discussions in the class and participate with their standpoints.

Practical part grading:

Students will have to choose one topic related to the areas and give a 15-20-minute presentation in the class. Each student also writes a 1-2- page essay that will express the main ideas of the presentation. In the end of the semester all students shall write a brief summary of their experience in the program. Active participation in the class is presumed.

Tests

There will be a few small tests during the course monitoring understanding and your pace and some presentations. Multiple choice test will be objectively graded. Absence at writing test means F grade, so students must write the test next session or some other day according to an consent with the lecturer.

Home assignment and obligatory reading

Every student must have the *actual CD reader* with obligatory reading and other multimedial material to study.

Obligatory readings will be selected and specified during the term according to capabilities and previous knowledge of students. Students should monitor the web page of the class regularly for news, required reading and home assignments.

Missing home assignments lower the final grade as well as quality and on time returning of written assignments and research.

Attendance

Attendance is required in this course and will be reflected in the grade according to the official instructions of International office. Missed classes are summed over all lectures. Full attendance is a grade up. Only a medical doctor or the International office can excuse a student from a class.

Honesty

Cheating, including plagiarism, is not tolerated, result in failure grade. If a student is caught cheating, the result is an automatic failure. If you are unsure about your intended deeds, you are invited to consult them with the instructor.

Interim schedule

The students will visit Eye tracking research department with Dr. Klimeš.

Week	Description
I.	Introduction
II.	History of Czech lands - mix of many cultures
III.	National narratives. What made a typical Czech?
IV.	Perception - introduction to the Eye tracker research department
V.	Visit of Eye tracker research department.
VI.	Psychology of advertisement
VII.	Eye tracking – answering practical psychological questions
VIII.	Psychology of call centers in a brief overview
IX.	Manipulation - general introduction
X.	Manipulation in marketing
XI.	Corruption in Central Europe and its laws.
XII.	Final presentations of students
XIII.	Final reports and tests

Real schedule might be different due to changes in Faculty program, pace of students' progress, guest's availability, and other unpredictable events.