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International Education

Cambridge IGCSE™ Psychology 0266

Lesson 7: Motivation and needs 5.4 Psychodynamic motivation and marketing

Learning objective	To gain knowledge and understanding of psychodynamic motivation and marketing.
Lesson objectives	By the end of the lesson, learners will: • Define the parts of the mind and the structure of personality • Explain what is meant by unconscious desire and symbolic meaning • Apply these concepts to motivation in marketing
Vocabulary	Conscious: thoughts and feelings currently in a person's awareness Pre-conscious: thoughts and feelings a person is not currently aware of, but can easily bring to their awareness Unconscious: thoughts and feelings a person cannot bring into their awareness Ego: part of the mind that balances the id and superego Id: innate part of the mind led by desire Superego: part of the mind led by moral and societal standards
Previous learning	Learners have studied the parts of the mind and structure of personality in both the Memory and forgetting topic and the Sleep and dreams topic.

Plan

Activities		Resources
Beginning (5 mins)	Learners complete the starter activity to refresh their knowledge of the parts of the mind.	Video refresher on psychodynamic concepts: www.youtube.com/watch?v=7vFf5CS27-Y
Middle (50 mins)	• As a class, review the role of the parts of the mind. Watch the video to recap these concepts, as well as the structure of personality. • Discuss the structure of personality in relation to motivation and address and misconceptions or gaps in knowledge.	

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- In pairs, learners think about the purpose of marketing in the context of motivating consumers to buy products and services.
- Explain the role of unconscious desires and symbols in advertising. Ask learners to complete the grid using their own ideas and examples of different brands.
- Learners work in small groups to design their own marketing around different products to give them symbolic meaning and appeal to unconscious desires. Learners share their ideas with the class.

End (5 mins)

Ask learners to check their understanding using the novel scenario and answering accompanying questions.

Reflection and evaluation

Reflection:

Summary evaluation:

What two things went really well? (Consider both teaching and learning.)

1.

2.

What two things would have improved the lesson? (Consider both teaching and learning.)

1.

2.

What have I learned from this lesson about the class or individuals that will inform my next lesson?

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