



CAMBRIDGE

International Education

Cambridge IGCSE™ Psychology 0266

Lesson 8: 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 be able to: • Define the defence mechanisms rationalisation and regression • Describe appeals to morality and nostalgia in advertising • Apply knowledge of psychodynamic theory and research methods to designing materials
Vocabulary	Regression: returning to an earlier stage of development in terms of thoughts, emotional and behaviours Rationalisation: justifying undesirable thoughts or behaviours using logical explanations to make them more acceptable
Previous learning	Learners have studied the parts of the mind, structure of personality, unconscious desires and symbolic meaning in the context of motivation in marketing.

Plan

Activities		Resources
Beginning (5 mins)	Learners complete the starter activity to refresh knowledge of the role of defence mechanisms in psychodynamic theory.	
Middle (50 mins)	• Check learners understanding of defence mechanisms and define rationalisation. • Learners work individually to answer questions exploring marketing appeals to morality. • Define regression as a defence mechanism and discuss examples as a class. • Ask learners to work in pairs to design materials for a study into nostalgia in advertising, as preparation for looking at the named study: nostalgic advertising.	
End (5 mins)	Check learners' understanding in the activity designed to generate rational arguments for purchasing products in the novel scenario.	

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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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