



# CAMBRIDGE

International Education

## Cambridge IGCSE™ Psychology 0266

### Lesson 9: Motivation and needs 5.4 Psychodynamic motivation and marketing

|                           |                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Learning objective</b> | To gain knowledge and understanding of psychodynamic motivation and marketing                                                                                                                                                                                                                                                                                                    |
| <b>Lesson objectives</b>  | <p>By the end of the lesson, learners will be able to:</p> <ul style="list-style-type: none"><li>• Explain the argument for psychodynamic motivation in marketing</li><li>• Describe the results and conclusions of the named study: nostalgic advertising (Merchant et al. study 3 only)</li><li>• Explain the argument against psychodynamic motivation in marketing</li></ul> |
| <b>Vocabulary</b>         | n/a                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Previous learning</b>  | Learners have studied psychodynamic concepts in marketing, including the defence mechanism of regression and appeals to nostalgia.                                                                                                                                                                                                                                               |

### Plan

| <b>Activities</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Resources</b> |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>Beginning (5 mins)</b> | Ask learners to read the scenario and respond to questions about psychodynamic motivation in marketing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                  |
| <b>Middle (50 mins)</b>   | <ul style="list-style-type: none"><li>• Share the named study summary with learners. Learners make notes or complete study template.</li><li>• As a class, discuss how the results and conclusions of the study support the argument for psychodynamic motivation in marketing.</li><li>• Individually, learners consolidate knowledge by answering questions about the study methodology.</li><li>• Learners consider any possible problems with the psychodynamic theory, including bias and subjectivity and the difficulties associated with measuring unconscious motives and/or desires.</li></ul> |                  |

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- Learners complete cloze paragraph exercise to check understanding. Review as a class and extend and challenge learners with questions on possible alternative reasons for buyer behaviour.

**End (5 mins)**

Learners check understanding of the named study by creating a set of flashcards for revision

### 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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