

Smile - It's Gurgle!

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You are the marketer of a new baby food called “Gurgle.” You are at the stage of developing the advertising campaign for the introduction of the product to the market. You know that when people see a picture of a baby, they smile. You want people to respond in the same way when they think of your brand. From your research of the literature pertaining to learning theory, you have determined that classical conditioning would apply to your situation.

Learning Theory material focusing on classical conditioning can be found at the following website:

- Go to: <http://calabash.ca>
- Click on Resources button.
- Click on Additional Resource Material link.
- Click on Learning Theories.
- Click on Classical Conditioning - see slides 1 to 8.

Question:

1. Describe, using classical conditioning, how you would go about generating the same response when people think of your brand. Include in your discussion an appropriate, fully labelled diagram (draw one as best you can or use actual image artwork).