Chapter 7: Learning

**Video Title:** Old Spice: The Man Your Man Could Smell Like

**Video URL:** <https://www.youtube.com/watch?v=owGykVbfgUE>

**Run Time:** 0:32

**Source:** YouTube/Old Spice

**Close Caption Available:** Yes

This video provides a contemporary example of the use of classical conditioning in advertising.

Questions:

1. Identify the principles of classical conditioning (e.g., UCR, CR, etc.) employed in this commercial
2. Which of these principles appear to be used effectively? Why?
3. Provide other examples of the use of classical conditioning in contemporary advertising.