



APPLIES TO ACADEMIC YEAR 2003/2004

MRK 2301 Persuasion theory

Program

N/A

Responsible for the course

Magne Haug

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

Students will learn basic theories from social psychology as to persuasion and influence.

Prerequisites

MRK 2280 Consumer behavior

Compulsory literature

Cialdini, Robert. 2001. *Influence. Science and practice*. Fourth edition. Boston: Allyn and Bacon. eller norsk utgave av av denne boken.

O'Keefe, Daniel. *Persuasion. Theory and research. Second edition*. Thousand Oaks: Sage. Chapter 2 is not required.

Gripsrud, Jostein. 1999. *Mediekultur. mediesamfunn*. Oslo: Universitetsforlaget. kapittelet om reotrikk, si. 158-189.

Recommended literature

Stiff, James and Paul Mongeau. 2002. *Persuasive Communication. Second edition*. Guilford.

Course outline

- Attitude formation and change
- Cognitive theories on attitudes and behavior
- Phases in the communication process: Sender, message, receiver.
- Reciprocation, commitment consistency, liking and persuasion
- Authorities, scarcity and automatic acceptance

Computer-based tools

No computerbased tools

Course structure

The course is implemented as 36 hours of lectures

Evaluation

A three-hour individual written examination concludes the course.

Evaluation code(s)

MRK 23011 Persuasion - 6 credits, tre hours written examination.

Aids at the examination

No aids

Makeup exam

Next ordinary exam

