



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2301 Theories of influence and persuasion

Program

Associate Degree Program in Marketing - Information and Public Relations, Bachelor's Program in Market Communication, Bachelor's Program in Public Relations

Responsible for the course

Magne Haug

Department

Marketing

Term

According to study plan

ECTS Credits

6

The course is an intermediate course in influence and persuasion that gives more extensive knowledge about theories from social psychology and communication that students met during their first year.

Objective

Students will acquire more detailed knowledge and understanding about theories of influence and persuasion and about senders, messages, channels and receivers.

Prerequisites

MRK 2280 Consumer behavior. ORG 9601 Organizational psychology and management

Compulsory literature

Cialdini, Robert. 2001. *Influence. Science and practice*. Fourth edition. Boston: Allyn and Bacon.
O'Keefe, Daniel. *Persuasion. Theory and research. Second edition*. Thousand Oaks: Sage. Chapter 2 is not required.
Ihlen, Øyvind og Per Robstad. 2004. *Informasjon og samfunnskontakt på norsk: En teoretisk innføring*. Bergen: Fagbokforlaget. Chapter 4.

Recommended literature

Perloff, Richard M. 2003. *The Dynamics of Persuasion. Communication and Attitudes in the 21st Century*. Second ed. Mahwah, New Jersey: Lawrence Erlbaum Associates.
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 - Written exam counts for 100% of final grade in the course MRK 2301 Theories of influence and persuasion, 6 credits.

Aids at the examination

No aids

Makeup exam
Next ordinary exam