



APPLIES TO ACADEMIC YEAR 2005/2006

GRA 2423 Persuasion and influence

Program

Advanced Specialization Course (MSc), Master of Science in Business (Organizational Psychology), Master of Science in Leadership and Organizational Psychology, Master of Science in Marketing (Management)

Responsible for the course

Linda Lai

Department

Leadership and Organizational Management

Term

According to study plan

ECTS Credits

6

Objective

Attempts to influence and persuade others represent crucial facets of human interaction within every social and professional domain. This course provides insights into fundamental psychological principles of influence and persuasion that have been proven particularly effective and universal, and which are of special relevance to areas such as management, marketing, sales and human behavior in organizations. Knowledge and awareness of effective principles of influence is valuable not only in understanding why some attempts to influence succeed while other attempts fail, and hence in improving the effectiveness of persuasion attempts. Of equal importance is the ability to identify and potentially reduce the impact of undesired influence attempts by others, including colleagues, managers and compliance professionals. Examples will be drawn from different domains throughout the course.

Prerequisites

GRA2204 Judgement and Decisionmaking

Compulsory literature

Books:

Cialdini, Robert B.. 2001. Influence: science and practice. 4th ed. Mass. : Allyn and Bacon
O'Keefe, Daniel.. 2002. Persuasion : theory and research. 2nd ed. Thousand Oaks, Calif. : Sage Publications

Articles:

Selected research articles (presented on Blackboard)

Other:

Course material (handouts)

Recommended literature

Articles:

Selected research articles (presented on Blackboard)

Other:

Lewis, A., P. Webley and A. Furnham.. 1995. The new economic mind: the social psychology of economic behavior. New York : Harvester Wheatsheaf

Course outline

- The concepts of influence and persuasion
- Psychological principles and mechanisms of influence
- Factors that mediate and moderate influence
- Effective and ineffective influence attempts

- Defence mechanisms
- Influence and persuasion within different domains.

Computer-based tools

Blackboard

Course structure

The course is 36 hours in duration.

Evaluation

Term paper (project assignment) that may be completed by groups of two or three students (accounts for 80% of the final grade).

Classparticipation 20%

Evaluation code(s)

GRA 24231 - Term paper, and classparticipation counts for 100% of the grade

Aids at the examination

All aids are allowed.

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.