



GJELDER FOR STUDIEÅRET 2005/2006

GRA 2423 Persuasion and influence

Studium

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)

Kursansvarlig

Linda Lai

Institutt

Ledelse og organisasjon

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Mål

Forkunnskaper

Obligatorisk litteratur

Bøker:

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

Artikler:

Selected research articles (presented on Blackboard)

Annet:

Course material (handouts)

Anbefalt litteratur

Artikler:

Selected research articles (presented on Blackboard)

Annet:

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

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon