



APPLIES TO ACADEMIC YEAR 2005/2006

MRK 2301 Theories of influence and persuasion

Program

Bachelor in Market Communication (2. year), Bachelor in Public Relations (2. year)

Responsible for the course

Magne Haug

Department

Communication - Culture and Languages

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

Books:

Cialdini, Robert. 2001. Influence. Science and practice. 4th ed. Boston: Allyn and Bacon
Ihlen, Øyvind og Per Robstad. 2004. Informasjon og samfunnskontakt på norsk: En teoretisk innføring. Bergen: Fagbokforlaget. (Kun kapittel 4 er pensum)
O'Keefe, Daniel. Persuasion. Theory and research. 2nd ed. Thousand Oaks: Sage. (Chapter 2 is not required)

Recommended literature

Books:

Perloff, Richard M. 2003. The dynamics of persuasion : communication and attitudes in the 21st Century. 2nd ed. Mahwah, New Jersey: Lawrence Erlbaum Associates
Stiff, James and Paul Mongeau. 2003. Persuasive communication. 2nd ed. New York: Guilford Press

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

All submissions use Microsoft Word.

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