



GJELDER FOR STUDIEÅRET 2006/2007

GRA 2423 Persuasion and influence

Studium

Advanced Specialization Course (MSc), Master of Science in Business and Economics, Master of Science in Business and Economics (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 J. 2002. Persuasion : theory and research. 2nd ed. Thousand Oaks, Calif. : Sage Publications

Artikler:

Selected research articles

Annet:

Course material (handouts)

Anbefalt litteratur

Artikler:

Selected research articles

Annet:

Lewis, Alan, Paul Webley, Adrian 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