APPLIES TO ACADEMIC YEAR 2006/2007

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 meet during their first year.

Objective
The course has two objectives: 1. That students acquire detailed knowledge about and understanding for social science theories on influence and persuasion. 2. Students are to acquire understanding of how charcteristics of senders, messages, channels and receivers influence the results of persuasion.

Prerequisites
MRK 2280 Consumer behavior. ORG 9601 Organizational psychology and management.

Compulsory literature
Books:
Cialdini, Robert B. 2003. Påvirkning. Teori og praksis. Oslo: Abstrakt forlag. (Alternativt kan man bruke bokens engelske utgave: Cialdini, Robert B..2001. Influence. Science and practice. 4th edition. Boston: Allyn and Bacon).
O'Keefe, Daniel.. 2002. Persuasion: Theory and research. 2nd ed. Thousand Oaks: Sage

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
Roberto, Anthony and Gary Meyer. 2002. Influence in action. A student handbook for Cialdini: Influence. Science and practice. Fourth edition.. Allyn & Bacon
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 autmoatic acceptance

Computer-based tools
Microsoft Office Word is used in the course.

Course structure
The course is implemented as 36 hours of lectures

Evaluation
One hour multiple choice exam in the middle of the semester. A three-hour individual witten examination concludes the course.

Evaluation code(s)

MRK 23012 - Multiple choice exam in the middle of the semester counts for 30% of final grade in the course MRK 2301Theories in influence and persuasion, 6 credits.
MRK 23013 - Written exam counts for 70% 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