



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 2301 Theories of influence and persuasion

Programme

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

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 characteristics of senders, messages, channels and receivers influence the results of persuasion.

Prerequisites

MRK 2780 Consumer behavior. ORG 9601 Organizational psychology and management.

Compulsory reading

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 J. 2002. Persuasion : theory & research. 2nd ed. Thousand Oaks, Calif.: Sage Publications. Kapittel 7, s. 169-181 er ikke pensum

Collection of articles:

Haug, Magne Martin. 2009. Nyere samling av artikler om påvirkning og overtalelse

Recommended reading

Books:

Frymier, Ann Bainbridge and Marjorie Keeshan Nadler. 2007. Persuasion : integrating theory, research, and practice. Kendall/ Hunt
Perloff, Richard M. 2008. The dynamics of persuasion : communication and attitudes in the 21st Century. 3rd ed. New York: Lawrence Erlbaum Associates
Roberto, Anthony and Gary Meyer. 2002. Influence in action : a student handbook for Cialdini: Influence. Science and practice. Fourth edition.. Boston, Mass. : Allyn and Bacon

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

Microsoft Office Word is used in the course.

Course structure

The course is implemented with 36 hour of lectures and seminar.

Examination

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

Exam code(s)

MRK 23014 - Written exam counts for 100% of final grade in the course MRK 2301 Theories of influence and persuasion, 6 credits.

Examination support materials

No aids.

Re-sit examination

Next ordinary exam.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time fall 2009. Re-sit exam will be offered every term even spring 2013.

Additional information