



APPLIES TO ACADEMIC YEAR 2011/2012

## **MRK 2301 Theories of influence and persuasion - RE-SIT EXAMINATION**

### **Programme**

Re-sit examination

### **Responsible for the course**

Magne Martin Haug

### **Department**

Department of Communication - Culture and Languages

### **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.

**Examination 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**

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course was lectured for the last time fall 2009. Re-sit examination will be offered every term even spring 2012.

**Additional information**