



APPLIES TO ACADEMIC YEAR 2012/2013

## MRK 3560 Mass Media Persuasion

### Programme

Bachelor in Market Communication (2. year)

### Responsible for the course

Gerhard E Schjelderup

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

The course gives an intermediate level introduction to research and theories on influence and persuasion, with an emphasis on the use of the mass media as a channel. The course addresses persuasion on a group/mass level, and is not a 1-1 person influence course. Discussions and analysis concerning ethical and moral dilemmas related to persuasion is a central part of the course.

### Learning outcome

#### Required Knowledge

On completing the course, students should be able to understand and explain the main concepts and models relating to the academic field of persuasion, as well as understand conscious and unconscious processes underlying these mechanisms. Additionally, students should be able to analyze ethical dilemmas connected to mass media campaigns and messages.

#### Required Skills

On completing the course, students should be able to apply theories and models on mass media persuasion and the effects of the mass media to analyze media messages, in addition to being able to use the theories and models to construct campaigns. Students should be able to analyze ethical dilemmas connected to persuasion through the use of the mass media.

#### Reflection

On completing the course, students should understand the complexities of reaching persuasion objectives when using mass media as a channel, and be able to raise critical questions and reflect on mass media influence and persuasion.

### Prerequisites

None

### Compulsory reading

#### Books:

O'Keefe, Daniel J. 2002. Persuasion : theory & research. 2nd ed. Sage Publications

#### Collection of articles:

Gerhard E. Schjelderup. 2011. Artikler om massepåvirkning. Handelshøyskolen BI

### Recommended reading

#### Books:

Cialdini, Robert B. 2009. Influence : science and practice. 5th ed. Pearson/Allyn and Bacon. (4. utgave av boken finnes også i norsk utgave)

### Course outline

- Conscious and unconscious processes in decision-making
- Theories and research on influence and persuasion
- Research on the phases in communication
- Mass media effects
- Ethics of influence and the media

**Computer-based tools**

Internet access.

**Learning process and workload**

The course is conducted in the form of classroom teaching and group assignments. The course is theoretical, with a practical component where students train the use of theory in the analysis of media messages.

**Coursework requirements**

During the semester, three cases/assignments will be presented and discussed in class. All students have to submit written discussions of case 2 and 3, alone or in a group with two or three students. Assignment 1 is a multiple choice and must be done individually. All assignments must be submitted through the learning platform itslearning. The cases are graded pass or not passed. Among submitted cases, some will be selected for presentation in class. Two of the three cases/assignments must be graded "pass" for a student to be allowed to take the final examination of the course.

<b>Activity</b>	<b>Hours</b>
Attending lectures	40
Preparation for lectures	45
Work on group assignments	45
Self study / reading / preparations for examinations	70
<b>Total recommended use of hours</b>	<b>200</b>

**Use of hours****Coursework requirements**

Students must have the coursework requirements approved before taking the examination in this subject. See Coursework requirements for further details.

**Examination**

A four-hour individual written examination concludes the course.

**Examination code(s)**

MRK 35601 The written examination, accounts for 100% for the grade in the course MRK 3560 Mass Media Persuasion, 7,5 credits.

**Examination support materials**

No support materials allowed.

**Re-sit examination**

re-sit examination is offered every term.

Students who do not get approved work requirement of the course will not be allowed to take the exam. Consequently, they must take the course over again. Students who have not passed the exam or who want to improve their grade, may attend re-sit examination at next semester.

**Additional information**