



APPLIES TO ACADEMIC YEAR 2013/2014

MRK 3560 Mass Media Persuasion

Programme

Bachelor of 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)

Kahnemann, Daniel. 2011. Thinking, fast and slow. Farrar, Straus and Giroux

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.

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

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.

This course will be lectured for the last time autumn 2013. Re-sit exam will be offered spring, 2014, autumn 2014 and last time spring 2015.

Additional information