

Applied Persuasion and Event Management

Module		Applied Persuasion and Event Management					
Module Code		MGT60290					
Module Coordinator		Atalay, Selin					
Last Update		2017/02/07					
Target Group		Programme(s)			Bachelor of Science		
		Term			6th semester		
		Compulsory/Elective Module			Compulsory Module		
		Module Duration			1 Semester		
		Credits:			-		
		Frequency			Annually		
		Language of instruction			German		
Workload:	-	Contact hours:	-	Independent Learning:	-	Assignments:	-
Prerequisites		Marketing					
Usability in other Modules/Programmes		BSc-Thesis					
Intended Learning Outcomes		<p>‘Events’ can describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives. In this course we are going to take an applied perspective and focus on organizing events to achieve social or corporate objectives. Hence we will cover topics related to social influence, persuasion, corporate social responsibility and event management.</p> <p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Use social influence principles effectively to persuade other individuals. 2. Distinguish between different types of events 3. List and describe the components of the organizing a successful event 4. Organize and deliver a successful event 					
Module Structure		<p>This course will be composed of a series of in class workshops and out of class activities. The learning will include some lectures while most of the learning will be applied through exercises and tasks.</p> <p>The class will work in teams to organize an event together.</p>					
Module Overview		<ul style="list-style-type: none"> • Persuasion • Social Influence • Event Management 					

Forms of teaching, methods and support				
Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Written Report		30	
	Oral Presentation		30	
	Event Organization		60	
Recommended Literature				