



Exchange programme Vrije Universiteit

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit - 2022-2023

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Marketing and Persuasive Communication

Course Code	S_MPC
Credits	6.00
Period	P1
Course Level	300
Language Of Tuition	Dutch / English
Faculty	
Course Coordinator	dr. I.E. Vermeulen
Examiner	dr. I.E. Vermeulen
Teaching Staff	dr. I.E. Vermeulen, mr. D.S. Huisman, dr. W.Y. Tang
Teaching method(s)	Lecture

Course Objective

Upon completion of this course, students are able to:

- reproduce and interpret the key theories of persuasive and marketing communication, such as theories about attitude formation, message processing, group influence, social influence, implicit behaviour, branding, positioning, and advertising;
- recognise persuasive elements in real-world (marketing) messages, and to identify these elements in theoretical terms;
- explain how methods and design of experimental research are applied in order to study effects of persuasive communication.

Course Content

Marketers and advertisers use persuasive communication to promote goods and services, non-profit organisations use it to acquire donations or volunteers, and politicians use it to win over public opinion. And these are just a few examples - persuasive communication is everywhere: at the workplace, on social media, and even in your daily exchanged with friends and family.

There are many ways in which we can influence - or can be influenced by - others. Generally, influence depends on sender characteristics (e.g., credibility or social attractiveness), message characteristics (e.g., vividness or argument quality), and receiver characteristics (e.g., personality or background).

In this course, we will review the most important theories in persuasive communication and marketing communication. Using real-life examples (often from an advertising context) we will see how these theories are employed in practice, and to what effect. Through the electronic reader and the assignments, you will also become familiar with experimental research into the effects of persuasion.

Additional Information Teaching Methods

Three plenary lectures for a total of six contact hours per week. The lectures will contain interactive elements: demonstrations, quizzes, discussions, Q&A.

Method of Assessment

Written final exam and individual assignments.

Literature

- Perloff, R. (2017). *The Dynamics of Persuasion* (6th Ed). New York, NY:

Routledge.

- Electronic reader (articles)

Additional Information Target Audience

- 2nd year BSc Communication Science
- Students in the minor Communication Science