
Executive Summary: PERSUASION AND INFLUENCE

Course Name: PERSUASION AND INFLUENCE
Course Number: MKTG 6084 **Credits:** 2 credits
Prerequisites: NONE (credit will not be granted for MKTG 6090 topics course with same title)

Description

The ability to influence others and communicate persuasively is critical to a marketer's effectiveness. In this class you will learn about tools to influence, inspire, and shape others' behavior. Through a mix of lecture, discussion, and experiential exercises, you will master practical tools to become more persuasive and influential.

Objectives

- Learn the principles of persuasion
- Harness the latest scientific evidence to create powerful, ethical, and lasting influence
- Understand the psychology of the influence process
- Master a practical toolkit for crafting strategic communications

Learning Outcomes

By completing this course, students will (1) gain a greater understanding of the psychology of persuasion, (2) become expert at identifying opportunities to be leveraged in any persuasion situation, (3) develop a sense for how to strategically approach the persuasion process, and (4) learn a master persuasion toolkit.