

MKTG 6084 Persuasion & Influence Executive Summary

Registration Details

Course: MKTG 6084 Persuasion & Influence

Credits: 2 credits

Prerequisites: MBA 6211 (previously MBA 6210), MBA student

Description

Successful marketers, leaders, and communicators must not only make the right decisions—they must also influence others. Successfully managing other people depends on managing the influence process. Doing this effectively requires understanding the psychology of persuasion.

This course is about influence and persuasion. Through a deeper understanding of human psychology, in this course you will learn scientifically-tested and practical tools to become more influential in your dealings with consumers, clients, coworkers, and managers. Through a mix of lecture, discussion, reading, reflection, and experiential exercises, you will master the tools to be able to mobilize others by strategically crafting your communications.

Objectives & Learning Outcomes

- Be more persuasive in all aspects of your professional and personal life
- Understand the psychology that underlies marketing communications
- Have a toolkit for crafting communications that successfully influence behavior