COURSE DETAIL

PERSUASIVE STRATEGIES IN MARKETING
Country United Kingdom - England
Host Institution University of London, Queen Mary
Program(s) University of London, Queen Mary
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title PERSUASIVE STRATEGIES IN MARKETING
UCEAP Transcript Title PERSUASIVE MARKETNG
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course investigates the theory behind techniques adopted by professionals in marketing, sales, public policy as well as general business negotiation environments in order to change stakeholder behavior and attitudes, influence outcomes, and gain compliance. Students explore, compare, and integrate a variety of theories of persuasion grounded in research from the fields of psychology and marketing.

Language(s) of Instruction
English

Host Institution Course Number
BUS220

Host Institution Course Title
PERSUASIVE STRATEGIES IN MARKETING

Host Institution Course Details
https://www.qmul.ac.uk/modules/

Host Institution Campus

Host Institution Faculty
School of Business and Management

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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