

# 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 Campus

## Host Institution Faculty

School of Business and Management

## Host Institution Degree

## Host Institution Department

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