

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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