

COURSE DETAIL

ADVERTISING: PERSUASIVE PRINCIPLES

Country

Australia

Host Institution

University of Sydney

Program(s)

University of Sydney

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING: PERSUASIVE PRINCIPLES

UCEAP Transcript Title

ADVERT: PERSUASIVE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the psychological principles behind persuasion to change behavior and then looking at how advertisers use each technique. It first discusses how to define and then understand the dynamics of behavior change, before looking at how to change behavior using a variety of techniques.

Language(s) of Instruction

English

Host Institution Course Number

MKTG3121

Host Institution Course Title

ADVERTISING: PERSUASIVE PRINCIPLES

Host Institution Course Details

<https://www.sydney.edu.au/units/MKTG3121>

Host Institution Campus

Host Institution Faculty

Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed

2024-2025

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