

# 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**

125

**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 Campus

## Host Institution Faculty

Business School

## Host Institution Degree

## Host Institution Department

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