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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