

Please note: This is a preliminary syllabus and is subject to change. It provides useful introductory detail and additional course insight as you prepare for the application process.

## **MKTG0003 The Art and Science of Influence**

**FACULTY:** Prof. Cait Lambertson

**ACADEMIC DEPARTMENT:** Marketing

**INSTRUCTOR:** Dr. Maximilian Gaerth

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**SYNCHRONOUS MEETING TIMES:** TBD

### **PRELIMINARY LEARNING OBJECTIVES:**

Students will learn...

- to demonstrate an understanding of theories of persuasion.
- to create persuasive messages based on theory and research.
- to explain why persuasion techniques work or fail using relevant theory and research.
- to incorporate class materials into the creation of a knowledgeable persuasive campaign.

### **Course Topics**

- Fundamentals of negotiations
- Cognitive and emotional biases
- Persuasion techniques
- Data communication and visualization techniques

### **COURSE DESCRIPTION:**

Persuasion is part of the fabric of our everyday life. Governments, commercial entities, political leaders, corporations and institutions, social and public health groups, and even intimates engage in persuasive efforts. This course provides a comprehensive overview of influence techniques, emphasizing contemporary theories and ways to present your ideas in a persuasive way.

Beginning with fundamentals of negotiations, the course progresses to explore the intricate relationships between attitudes and behaviors. The journey encompasses cognitive as well as emotional biases and will equip students with a toolbox of science-based persuasion techniques. In particular, students will learn some hands-on tactics in the domains of data visualization, communication of numbers, and persuasive writing. "The Art and Science of Influence" is not just a course, it is a transformative exploration of the mechanisms that shape our choices, beliefs, and actions in a world full of persuasive forces.

### **COURSE MATERIALS:**

You will be assigned a variety of readings, podcasts, and video content to prepare for sessions – these should be completed by the day they are listed on the class schedule. They are provided to give you adequate background to engage meaningfully in the lecture content.

### **ASSESSMENTS & GRADING:**

Student assessments can be grouped in the following categories:

|                               | <b>% of total</b> |
|-------------------------------|-------------------|
| <b>1. Class participation</b> | 35%               |
| <b>2. Group Project</b>       | 40%               |
| <b>3. Homework</b>            | 25%               |

In the interest of fairness, all students will be given the same assessment opportunities. There will be no opportunities to earn credit beyond of what is outlined in this syllabus.

#### *Class participation (35%):*

The value of this course depends heavily on the insights generated through class discussion. Constructive participation is based on analysis rather than opinion, and builds on the discussion flow. Quality is more important than quantity when it comes to class participation.

#### *Group project (40%):*

The purpose of this final assignment is to help and reflect you in understanding the depth of the persuasion theory you are interested. Regarding the theory review, you need to systematically review the persuasion theory you choose. You also need to critically evaluate how well and/or not well the theory has been applied in the topic you are interested. Select a pressing social or public policy issue that holds significance and reflects a current concern within society. For instance, you could focus on gain and loss framing and lay out how the theory can be applied to motivate students to get vaccines, vote, etc. According to your research and theory insights, you should propose a campaign plan including the target public, goal, objective, strategies, and tactics. More details to follow.

#### *Homework (25%):*

Your task is to apply research findings in the domain of persuasive writing to construct a persuasive email about a given topic. More details to follow.

## GENERAL BREAKDOWN OF CONTENT OR CLASSES

| <b>Topic</b> |   |
|--------------|---|
|              | <b>Course Introduction</b>  |
|              | <b>Claiming Value in Negotiation</b><br>e.g., BATNA, ZOPA, Anchoring  |
|              | <b>Creating Value in Negotiation</b><br>Harvard Principles of Negotiation   |
|              | <b>Investigative Negotiation</b><br>Multi-issue negotiations  |
|              | <b>Cognitive biases and heuristics</b><br>e.g., Fixed-pie bias, Availability heuristic, Vividness bias, Framing, Endowment effect |
|              | <b>Emotional biases and heuristics</b><br>e.g., Egocentrism, Self-serving bias  |
|              | <b>Persuasion Techniques</b><br>e.g., Reciprocity, Commitment and Consistency, Social proof                                       |
|              | <b>Persuasive Writing</b><br>e.g., Conciseness, Attention-directing formatting  |
|              | <b>Data Visualization I</b><br>e.g., Human scales, Emotional numbers  |
|              | <b>Data Visualization II</b>  |
|              | <b>Lies and Deception</b>   |
|              | <b>Course Wrap up</b>   |
|              | <b>Group Project Presentations</b>  |
|              | <b>Group Project Presentations</b>  |