MKTG0003 The Art and Science of Influence

FACULTY: Prof. Cait Lamberton

ACADEMIC DEPARTMENT: Marketing

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SYNCHRONOUS MEETING TIMES: TBD

PRELIMINARY LEARNING OBJECTIVES:

Students will learn…

- principles of influence
- how to adopt them to create impactful message
- the importance of setting the stage for your message
- how to defend themselves against dishonest influence attempts.

Course Topics

- Principles of influence

COURSE DESCRIPTION:

In today's digital era, influencers have become powerful forces shaping trends and consumer choices. What's intriguing is that some influencers are far more effective at this than others. The goal of "The Art & Science of Influence" is to uncover the secrets behind their success by covering eight principles of influence. As the influence game continues to evolve, this course prepares you to not only understand but excel in the world of influence.

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:

	% of total
1. Class participation	35%
2. Group Project	40%
3. Homework	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 analyze the content of influencers. In doing so, you should critically evaluate which and how well, or not well, the principles of influence have been applied. Based on the results of your analysis, you should propose 2-3 recommendations for campaigns adopting principles of influence that the chosen influencer has not yet used. 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

Week	Topic
1	*Course Introduction / Principle 1: Give and Take*
	Principle 1: Exercise/Case
2	*Principle 2: Anchored Decisions*
	Principle 2: Exercise/Case
3	*Principle 3: Echoes of the Crowd*
	Principle 3: Exercise/Case
4	*Principle 4: The Rule of the Few*
	Principle 4: Exercise/Case
5	*Principle 5: The Charm Factor + Exercise/Case*
	Principle 6: Leadership Leverage + Exercise/Case
6	*Principle 7: Shared Bonds + Exercise/Case*
	Principle 8: Setting the Stage + Exercise/Case

7	*Group Project Presentations*	
	Group Project Presentations	