

Persuasive communication (K001437)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0 **Study time 150 h**

Course offerings and teaching methods in academic year 2026-2027

A (semester 2)	Dutch	Gent	lecture	0.0h
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Lecturers in academic year 2026-2027

De Veirman, Marijke	PS01	lecturer-in-charge
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Offered in the following programmes in 2026-2027

	crdts	offering
Bachelor of Science in Communication Science	5	A
Master of Science in Industrial Design Engineering Technology	5	A
Preparatory Course Master of Science in Communication Science(main subject Communication Management)	5	A
Elective Set Communication Sciences	5	A

Teaching languages

Dutch

Keywords

Persuasive communication theory, marketing communication theory, persuasion, consumer psychology, advertising, advertising strategy and planning, branding, message strategies, media and effectiveness.

Position of the course

This advanced course has the goal to provide students with the necessary knowledge, insights and skills concerning persuasive communication. This course zooms in on commercial persuasive communication, with a focus on the psychology of the consumer and advertising. Students gain insight in the working of persuasive communication based on insights from scientific research and case studies. The course is situated in the curriculum of communication management and is focused on gaining insight in the strategic decisions concerning the promotion of products and services. This course builds on the subject matter covered in the course strategic communication.

Contents

The following topics will be covered in this course:

- *Persuasive Communication Theory
- *Psychology of the Consumer
- * Advertising Processing
- *Branding
- *Integrated Marketing Communication
- *Planningsprocess
- *Advertising Strategy
- *Message Strategy
- *Media Planning and Budgets
- *Marketing Communication Instruments
- *Evaluation of Communication

Initial competences

none

Final competences

- 1 To have in-depth knowledge of and insight into the theories used to explain the

- persuasiveness of persuasive communication and marketing communication.
- 2 To relate, frame and interpret the implications of theoretical concepts and strategies concerning persuasive communication.
 - 3 To have knowledge of the players and tactics in the field of marketing communication.
 - 4 To have insight in the functioning of marketing communication.
 - 5 To reflect critically about recent developments in the field of marketing communication.
 - 6 Learning skills to set up a communication plan in a strategic way.
 - 7 To integrate insights from psychology in the domain of marketing communication.
 - 8 To have insight in the psychology of the consumer.
 - 9 To know insights from scientific research and its implications for persuasive communication and marketing communication in particular.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, Independent work

Extra information on the teaching methods

Lectures in which the lecturer covers the course content, complemented by several guest speakers from professional practice.

Independent work has two aims: students process and deepen their understanding of the course content, and connect theory to current communication practices.

Lecture recordings are available to students with a non-refusable accommodation for "lecture recording". Lecture recordings remain available throughout the semester.

Study material

Type: Handbook

Name: Marketing Communications

Indicative price: € 75

Optional: no

Language : English

Author : Chris Fill and Sarah Turnbull

ISBN : 978-1-29240-032-7

Number of Pages : 613

Oldest Usable Edition : 2023

Online Available : Yes

Available in the Library : Yes

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : one-time

Usability and Lifetime after the Study Programme : occasionally

References

Scientific literature in Journal of Advertising, Journal of Advertising Research, International Journal of Advertising, Journal of Interactive Marketing, Journal of Marketing, Journal of Research in Marketing, etc.

Course content-related study coaching

* Support via Ufora (course outline, slides, email, ...).

* Appointment with the responsible docent is possible via email.

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

The written examination tests the knowledge, insight and application of the course contents.

Calculation of the examination mark

The final score is calculated on the basis of a written examination. The examination consists of two components: multiple-choice questions and open knowledge and application questions. The multiple-choice questions account for 40% of the final score and are assessed without an increased pass mark. The open knowledge and application questions account for 60% of the final score.

Facilities for Working Students

After contact with the docent.