

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description Techniques of Persuasion and Social Marketing

- **Basic Information:**

Course Name	Techniques of Persuasion and Social Marketing
Course ID	TPSM241
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Midterm Exam	
Exam	75 min
Registered Sessions Workload	14
Synchronized Session Workload	14
Credit Hours	

- **Pre-Requisites:**

Course	ID
1- Communication and society	CS122
2- Principles of Marketing	PM154
3-Media and communication theories	MCT131

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- **Course General Objectives:**

Providing students with the main information base on the concept of social marketing through three ways:

- 1- Business Marketing (Concept- Importance- Elements of Promotional and Marketing Mix - Mind Image)
- 2- Social marketing (concept- function- elements of promotional and marketing mix- marketing of ideas and services)
- 3- Persuasion (Concept of Persuasive Communication- Persuasion Theories- Persuasion Techniques)

- **Intended Learning Outcomes (ILO):**

Code	Intended Learning Outcomes
ILO1	Provide students with a general knowledge about marketing
ILO2	Provide students with a specialized knowledge in the field of social marketing within the theoretical framework
ILO3	Provide students with a specialized knowledge in the field of social marketing within the applied framework
ILO4	Provide students with a specialized knowledge in the field of persuasive communication within the theoretical framework
ILO5	Train students to plan the social marketing campaigns to promote ideas and services through assignments
ILO6	Train students to apply the techniques of persuasion in social marketing campaigns through assignments

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- **Course Syllabus** (14 hours of total synchronized sessions; 14 hours of total Recorded Sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Extract basic information in marketing(In general)			<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO2	Extract basic information in the field of social marketing Note: Much of the information is away from the concept of social marketing and its requirements. No Application Cases available			<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Training on the application of cases through the assignment on social marketing campaigns
ILO3	Extract basic information in the field of persuasive communication. Note: Weak information and lack of much data about persuasion methods and strategies within			<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Training on the application of cases through the assignment on social marketing campaigns and methods of persuasion

- **Assessment Criteria (Related to ILOs)**

ISC		Ex	Exams	Rpt	Reports
PF2F		PW			

ILO Code	ILO	Intended Results	Assessment Type					
			ISC	PW	Ex	PF2F	Rpt	

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ILO1	Main information base on commercial marketing	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO2	- Main information base on social marketing - Practical application of social marketing campaigns	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO3	Main information base on persuasion and its methods	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO4			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO5			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO6			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO7			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO8	Understanding of change importance, strategies, and change resistance management		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO9	Understanding of organizational culture element, and its effects in organizational effectiveness		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO10			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7-Practice Tools:

Tool Name	Description
Internet	

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8-Main References

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9-Additional References

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