Master Introduction Day

Track Meeting
Persuasive Communication

Welcome

August 30, 2018
14.00 – 15.00
Well begun is half done

Aristotle
Getting you on track

Episode 1 Mastering the Master Program
1. Introduction to PersCom
2. PersCom Courses – Saar Mollen and Stephanie Welten
3. First experiences – Heleen de Groot
4. Switching to RM – Pascale Kwakman

Episode 2 Preparing for the PersCom Afterlife
1. SWOCC – Lymnemore van Ommen
2. MAA – Daan Verburg

Episode 3 The Persuasive Communication Afterlife
1. Alumnus student: Daan van Houten
Episode 1
Mastering the Master Program
1. Introduction to PersCom
• Communication not only aims to inform or entertain, but also to persuade people to think, feel, or act in a certain way – to elicit a desired response from its receiver(s) or to change a behavior.

Media & Message Strategies in Marketing & Health Communication

• Think of advertising, entertainment education, health campaigns, product placement, marketing viral, brands, sponsoring, public service announcements, customer media, leaflets at schools, ...
Our program

The program Persuasive Communication addresses those communication processes that are intended to achieve specific persuasive goals, as is the case in, for instance, marketing communication, health education, and public information campaigns. The research is aimed at understanding the dynamics that shape uses and effects of mediated persuasive communication. Read more >>
Episode 1
Mastering the Master Program

2. PersCom courses

- Health Communication
- Marketing Communication
- Electives
- Thesis
PersCom in the Master

- Required courses: Basic of the track 2 * 12 EC
- Methods 6 EC
- Electives 2 * 6 EC
- Thesis 18 EC

Thesis: Selection of theme, matching with supervisor
Health Communication

Saar Mollen

The team

WG 1: 9.00-11.00h - Dr. Barbara Schouten

WG 2: 11.00-13.00h - Dr. Christin Scholz

WG 3: 13.00-15.00h - Dr. Saar Mollen
(course coordinator)
Why do people perform certain (un)healthy behaviors?
What are effective health communication strategies?
Health Communication

• How do we design interventions to effectively change health behavior?

Check Canvas for more info!
COMMUNICATIONS BETWEEN ADVERTISERS AND CONSUMERS AND THEIR CONSEQUENCES

Dr. Young-shin Lim
Tutorial group 1
9-11

Dr. Stephanie Welten
Tutorial group 2
11-13

Dr. Ewa Maslowska
Tutorial group 3
11-13
Who of you “likes” or follows a brand in social media?
My little girls Halloween outfit!!!

#ilovestarbucks
that kendall jenner pepsi commercial is the got damn STUPIDEST shit i've ever seen
2:55 PM - 5 Apr 2017

Pepsi CEO: WE NEED A NEW COMMERCIAL! IDEAS!
Intern: Police brutality!
CEO: go on...
Intern: KENDALL JENNER!
CEO: Rick, you're a genius...
2:57 AM - 5 Apr 2017

don't buy pepsi
Classic Marketing Mix:
Four parts

A. Setting the scene
B. The consumer
C. The campaigns
D. The interactions

Every part starts with a collective lecture and matching guest speaker
Course Activities

• Learn from advertising and media planning guest speakers
• Brand analysis
• Challenging media planning competition
• Marketing communication campaign proposal
• Throughout critical reflect on marketing research

At the end of this seminar...
You are experts in using this knowledge to develop and evaluate theory- and evidence-based campaigns
Literature
See you Tuesday!

- First collective lecture, 9:00
- OMHP C0.17
- Ronald Voorn
# Deadlines Health and Marketing communication*

<table>
<thead>
<tr>
<th></th>
<th>Health Communication</th>
<th>Marketing Communication</th>
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<tbody>
<tr>
<td><strong>September</strong></td>
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<td>Exam</td>
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<tr>
<td>Assignment</td>
<td>September 19 (RQ IRP)</td>
<td>September 20 Practical Assignment A</td>
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<td><strong>October</strong></td>
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<td>Exam</td>
<td>October 1 (Exam 1: Theory block I)</td>
<td>October 18 Exam Part B</td>
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<td>Assignment</td>
<td>October 17 (Concept part I intervention)</td>
<td>October 4 or 11 Critical Reflection B</td>
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<td><strong>November</strong></td>
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<td>Exam</td>
<td>November 26 (Exam 2: Theory block II)</td>
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<td>Assignment</td>
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<td>November 15 Practical Assignment C</td>
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<td>November 29 or December 6 Critical Reflection D</td>
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<td><strong>December</strong></td>
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<td>Exam</td>
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<td>December 12 Exam Part D</td>
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<td>Assignment</td>
<td>December 5 (Concept part II intervention)</td>
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<td>December 14 (Final intervention)</td>
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*Schedule may be subject to changes.
Student view after six months

Heleen de Groot
Electives

Stephanie Welten
# Your Master’s programme

## Semester 1

<table>
<thead>
<tr>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
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<tbody>
<tr>
<td>Specialisation seminar 1 (12 EC)</td>
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<td>Research Methods Tailored to the Thesis (6 EC)</td>
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<tr>
<td>Specialisation seminar 2 (12 EC)</td>
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<tr>
<td>Thesis preparation phase 1</td>
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## Semester 2

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<th>Block 1 (8 weeks)</th>
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<th>Block 3 (4 weeks)</th>
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<tbody>
<tr>
<td>Elective course (6 EC)</td>
<td>Elective course (6 EC)</td>
<td>Thesis (18ECTS)</td>
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<tr>
<td>Thesis preparation phase 2</td>
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Your elective course choices*

- Brand Communication
- Brands and Organisations in Social Media
- Corporate Social Responsibility (CSR) Communication
- Digital Analytics
- How Journalism saves the World
- Media Strategies
- Persuasive Design in a Digital Era
- Organisations on the Web: Corporate Websites, Social Media and Webcare
- Persuasion and Resistance
- Political Marketing
- Psychology in Political Communication
- Sustainability Marketing and Communication
- The Blind Spot: Tracking Young Media Users

* Please note: elective offerings are subject to change each year!
How do I choose an elective?

• The course registration for Semester 2 (2018/2019) will take place in December

• Extensive information about the electives is offered in the course catalogue

• There will be an elective information event in November where lecturers provide all details on the content of their courses.
Last but not least...

- Keep yourself informed by reading up on the course registration instructions, which will appear online in November.

- Please note: registering for the electives is on a first come, first serve basis.
Where it all Ends....

...and begins
## Writing your thesis

- **Phase I:** Thesis prep groups
- **RMTT:** Methods course applied to thesis
- **Phase II:** Extended thesis proposal (individual)
- **Phase III:** Research and thesis (individual)

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<td>Thesis Phase III: Data Gathering &amp; Writing Thesis</td>
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<tr>
<td>Research</td>
<td>Thesis Phase II: Extended Thesis Proposal</td>
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<td>Methods</td>
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[Persuasive Communication logo]
Writing your thesis

• **Phase I: Thesis prep groups**
  – Provide you with insight into the research topics within persuasive communication
  – Choose methods courses
  – Write individual thesis proposal

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Research Methods Tailored to the Thesis

- Gets you in-depth knowledge on a specific research method:
  - Content Analysis (quantitative)
  - Experimentation
  - Survey Design
  - Qualitative Analysis

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**Research Communication**
Writing your thesis

• Under supervision of lecturer persuasive communication:
  – Write extended thesis proposal
  – Execute research
  – Write thesis

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Episode 1

Mastering the Master Program

3. Switch to the RM – Pascale Kwakman
Research Master
Communication
Science

Pascale Kwakman
Why???

- One year minor Communication Science (60 EC)
- Passion for Health Communication
- Two years means plenty of time for electives (and no thesis yet!)
- Personalized study plan
- Experience with ‘Persuasive Design in a Digital Era’
- Collaboration with Jamzone
StressJam application
In collaboration with Jamzone
Research Internship and ASCoR

- Hands on research experience
- Experience the full research cycle
- Meet and get to know fellow researchers
Research is so much fun!
Episode 2

Preparing for the PersCom Afterlife

1. SWOCC – Lynnemore van Ommen
Dutch Foundation for Fundamental Research on Brands and Brand Communication
What’s in it for you?

Thesis Award
€1000 + Presentation

Books
Borrow REC C9.00

Blogs
Summaries of Scientific Research

Events
Meet your future employer

Career
Network + Internship
Stagiair(e) gezocht!

Wat ga je doen?
• Redactiewerkzaamheden
• Organiseren van bijeenkomsten
• Een social media campagne opzetten

Wat bieden wij jou?
• Een leerzame en afwisselende omgeving
• Verantwoordelijkheid + ruimte voor eigen initiatief (communicatieproject)
• Contact met het bedrijfsleven (en mogelijk jouw toekomstige werkgevers)
• De perfecte springplank voor de toekomst en je carrière
• Een stagevergoeding van €300

Wanneer?
• Een 3 maanden full-time stage / of part-time flexibel in te delen in overleg

Denk jij dat jij geknipt bent voor deze stage? Stuur dan jouw motivatie en CV naar info@swocc.nl t.a.v. Lynnemore van Ommen. Mail naar info@swocc.nl, of bel naar 020 525 8843.
Episode 3
The Persuasive Communication Afterlife

Alumnus Student - Daan van Houten
Strategist = ???
Brand

Market

Consumer
Why do people do or think what they do or think?

…and how does mediated communication influence that?
Why do people do or think what they do or think?

...and how does mediated communication influence that?
Build the bridge between you and your future success!

- Expand your network
- Gain practical experience
- Meet your future employer
- Improve your professional skills

www.ma-amsterdam.nl
Why you should join the MAA!
Make that first step and get ready for your career by becoming
and MAA member or joining one of our committees!

www.ma-amsterdam.nl/become-member
www.ma-amsterdam.nl/committees

Or send an e-mail to vice-chairman@ma-amsterdam.nl for
more information

Come to our
Open Drinks
on
September
12th at bar Jones!
Did you sign up for a REC Tour after this track meeting? Your tour will depart at the Kiosk in the entrance hall (ground floor, REC C building).

Look out for the sign displayed here! Your guide will be carrying it!

The tour departs at 15.05
KEEP CALM AND ABSORB KNOWLEDGE