Master Introduction Day

Track Meeting

Persuasive Communication

Welcome

February 1, 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
3. Switching to RM

Episode 2 *Preparing for the PersCom Afterlife*
1. MAA Marketing Association Amsterdam
2. SWOCC

Episode 3 *The Persuasive Communication Afterlife*
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.

Think of advertising, entertainment education, health campaigns, product placement, marketing viral, brands, sponsoring, public service announcements, customer media, leaflets at schools, ...
www.perscom.nl
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

Schedule:
- 8 weeks
- 8 weeks
- 4 weeks
- 8 weeks
- 8 weeks
- 4 weeks
Health Communication
Gert-Jan de Bruijn
# Health Communication

**Gert-Jan de Bruijn**

**How can persuasive communication be used to understand and change (health-related) behaviour?**

<table>
<thead>
<tr>
<th>Gert-Jan de Bruijn</th>
<th>Julia van Weert</th>
<th>Barbara Schouten</th>
<th>Nynke van der Laan</th>
<th>Fam te Poel</th>
<th>Christin Scholz</th>
<th>Gert-Jan de Bruijn</th>
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</tbody>
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My family will approve of me if I try to lose weight.
My family will approve of me if I try to lose weight.
SMOKING CAUSES MOUTH AND THROAT CANCER
Health Authority Warning

Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.
SMOKING CAUSES MOUTH AND THROAT CANCER
Health Authority Warning

Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.

Which one are you?
1/2 FULL? 1/2 EMPTY?
Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.
Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.

Informatie over uw opties
Hieronder ziet u informatie over de twee behandelingen CAP en CAPOX.

Informatie per optie
CAP

BEHANDELING 1: CAP
Hieronder volgt het verhaal van Jos de Vries.
Klik op de knop in het midden van het plaatje hieronder om de video af te spelen.
Four phases
1. Theoretical phase I
2. Assignment phase I

Research Proposal Flow Chart

1. Introduction
   - What?
   - How?
   - Why?

   Summary of Proposal

2. Literature Review
   - Why?
   - How?

   - Literature on Topic
   - Literature on Method
   - Theoretical Approach

   - Find a Hole
   - Look for Debates

   - Selection and Access
   - Research Design
Four phases

1. Theoretical phase I (week 1-4)
Four phases
1. Theoretical phase I (week 1-4)
2. Assignment phase I (week 5-8)
Four phases

1. Theoretical phase I (week 1-4)
2. Assignment phase I (week 5-8)
3. Theoretical phase II (week 9-13)
Four phases
1. Theoretical phase I
2. Assignment phase I
3. Theoretical phase II
4. Assignment phase II (week 14-16)
Four phases
1. Theoretical phase I
2. Assignment phase I
3. Theoretical phase II
4. Assignment phase II

• Classes start this Monday with an introduction to the course and the theory and effects of fear appeals
• For more information on the topic of health communication: www.healthcommunication.nl
COMMUNICATIONS BETWEEN ADVERTISERS AND CONSUMERS AND THEIR CONSEQUENCES

Stephanie Welten

Stephan Winter
Classic Marketing Mix:
Four parts

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

that pepsi ad made me want to buy a coke.
11:48 PM - 4 Apr 2017
Goals

- Learn from advertising and media planning guest speakers
- Brand analysis
- Challenging media planning competition
- Marketing communication campaign proposal
- Critical reflection of 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
- REC A2.07
- Ronald Voorn
Electives
Eva van Reijmersdal
Examples of elective course choices*

- Brand Communication
- Brands in Social Media
- Corporate Communication and Hypermodernity
- Corporate Social Responsibility (CSR) Communication
- Digital Media Lifestyles
- **Digital Analytics**
- How Journalism saves the World

- Media Strategies
- Organisations on the Web
- Organisational Behaviour and Communication
- **Persuasion and Resistance**
- Persuasive Design in a Digital Era
- Political Marketing
- Public Relations, Media and Public

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

• The course registration for next semester (sept. 2018/ jan. 2019) will take place this semester.

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

• There will be an elective information event later on this semester 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.

• 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**: final thesis proposal (individual)
- **Phase III**: Research and thesis (individual)

<table>
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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<tr>
<td><strong>Block 1</strong></td>
<td><strong>Block 1</strong></td>
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<tr>
<td>Specialisation Seminar</td>
<td>Research Methods</td>
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<tr>
<td>Specialisation seminar</td>
<td>Tailored to the Thesis</td>
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<tr>
<td>Thesis Phase I: thesis preparation groups</td>
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Episode 1

Mastering the Master Program

3. Switch to the RM – Paola Remmelswaal
Episode 2
Preparing for the PersCom Afterlife

1. SWOCC – Lynnemore van Ommen
2. Marketing Association Amsterdam – Jolijn de Ridder
Stichting Wetenschappelijk Onderzoek Commerciële Communicatie

Lynnemore van Ommen Bureau SWOCC
• The bridge between science and practice
  – Research on communication and marketing
  – Events
  – (online) content
Who are affiliated with SWOCC?
So, why am I telling you this?

• Because SWOCC is of desirable ‘use’ during and after your studies!
  – Borrow our books
  – Attend our events
  – Stay up-to-date on current research and the latest developments in the field

• SWOCC Symposium
• SWOCC Thesis Award €1000
Some examples

• **Health Communication**
  – Publication 61: The young consumer

• **Marketing Communication**
  – Publication 57: Eye-catching

• **Persuasion & Resistance**
  – Publication 56: The armed consumer

• **Brands & Organizations on Social Media**
  – Publication 75: Corporate Branding and Consumers on Social Media

• **Mediastrategies**
  – Publication 71: Mediaorchestration
How to find us?

REC - C9.00
www.swoocc.nl
info@swoocc.nl
@SWOCCNL
SWOCC
SWOCC (facebook.com/SWOCCNL)
Stagiair(e) gezocht!

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

Wat bieden wij jou?
• Een leerzame omgeving
• Verantwoordelijkheid + ruimte voor eigen initiatief (communicatieproject)
• Contact met het bedrijfsleven (en mogelijk jouw toekomstige werkgevers)
• 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 motivatiebrief en CV naar info@swocc.nl t.a.v. Lynnemore van Ommen. Klik hier voor meer informatie, mail naar info@swocc.nl, of bel naar 020 525 8843.
Become member & Get ready for your career!

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Business World

Marketing

Communication

Management

Consultancy

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facebook.nl/maamsterdam
JOIN A COMMITTEE!

- Gain practical experience
- Improve professional skills
- Expand your network

WE’RE HIRING

MAA BOARD 2018-2019

- Board
- International Research
- Media & Branding Committee

WWW.MA-AMSTERDAM.NL/COMMITTEES

Become member & Enjoy all our activities!
Episode 3

The Persuasive Communication Afterlife

Kim Zoon – Omnicom Public Relations Group OPRG
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