Master Introduction Day

Track Meeting

Persuasive Communication

Welcome

August 27, 2020
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. Finalizing the master program: Linwei He
4. Switching to RM: Sara Groos

Episode 2 Preparing for the PersCom Afterlife
1. SWOCC: Cher Chin-Fo-Sieeuw & Guda van Noort

Episode 3 The Persuasive Communication Afterlife
1. Perscom alumna: Kate Kamphuis

Bis
1. MAA Marketing Association Amsterdam: Laïsha van Dijk
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, ...
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 >>
2. PersCom courses
   • Marketing Communication
   • Health Communication
   • Electives
   • Thesis
PersCom in the Master

8 weeks  8 weeks  4 weeks  8 weeks  8 weeks  4 weeks

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

Barbara Schouten

The team

**WG 3**: 9.00-11.00h - Dr. Barbara Schouten (course coordinator)

**WG 2**: 11.00-13.00h - Dr. Saar Mollen

**WG 1**: 09.00-11.00h - Dr. Hans Feenstra
Health Communication

- Why do people perform certain (un)healthy behaviors?
What are effective health communication strategies?
How do we design interventions to effectively change health behavior?
Four phases
1. Theoretical phase I (weeks 1-4)
Four blocks
1. Theoretical block I (weeks 1-4)
2. Assignment block I (weeks 5-8)
Four blocks
1. Theoretical blocks I (weeks 1-4)
2. Assignment blocks I (weeks 5-8)
3. Theoretical block II (weeks 9-12)
Four blocks
1. Theoretical block I (weeks 1-4)
2. Assignment block I (weeks 5-8)
3. Theoretical block II (weeks 9-12)
4. Assignment block II (weeks 13-15)
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
Marketing Communication
Communications between advertisers and consumers and their consequences
Organization of the seminar

A: Setting the scene  
B: The consumer  
C: The campaign  
D: The interactions
## Course schedule

<table>
<thead>
<tr>
<th>Part</th>
<th>Weeks</th>
<th>Meetings</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Part A: Setting the Scene</td>
<td>Week 1 – 3</td>
<td>Online 1 on campus meeting in week 1</td>
<td>Group assignment</td>
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<tr>
<td>Part B: The Consumer</td>
<td>Week 4 – 7</td>
<td>Online</td>
<td>Critical reflection paper</td>
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<td>Take home exam</td>
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<tr>
<td>(no meetings)</td>
<td>Week 8</td>
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<tr>
<td>Part C: The Campaigns</td>
<td>Week 9 – 11</td>
<td>Online + on campus*</td>
<td>Group assignment</td>
</tr>
<tr>
<td>Part D: The Interactions</td>
<td>Week 12 – 15</td>
<td>Online + on campus*</td>
<td>Critical reflection paper</td>
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<td></td>
<td>Take home exam</td>
</tr>
<tr>
<td>(no meetings)</td>
<td>Week 16</td>
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*Changes to the schedule can be made based upon our experiences with the hybrid format, developments regarding the COVID-19 outbreak, RIVM and UvA guidelines, and students’ input.
Hybrid format

Asynchronous content. Come prepared!
• Read the literature
• Watch the micro lectures
• Upload answers to study questions or other small assignments

2 synchronous meetings (30-45 min) via Zoom or on campus in small groups each week
• Interaction, discussion
WG01: Anne Roos Smink
WG02: Ivana Bušljeta Banks
WG03: Sophie Boerman
We look forward to meeting you!
Master thesis.

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>
<thead>
<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>Thesis Phase I: thesis preparation groups</td>
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Episode 1
Mastering the Master Program
Linwei He
Linwei He

Bachelor in Journalism

Master in Communication Science

PhD to-be in Designing chatbots for smoking cessation
What do I like about this program

• Good combination of theories & practice
  Specialization seminars + electives
  Persuasive Design

• Training in research skills
Be prepared to work hard, learn a lot, and have fun!
Episode 1
Mastering the Master Program
Switch to the Research Master – Sara Groos
COMMUNICATION SCIENCE: RESEARCH MASTER’S

- **About me and my journey**
  - Why I switched to the Research Master (RM).

- **Difference between RM and regular Master**
  - Two specializations: Academic or Professional.
  - Flexible curriculum: You can choose courses from all four tracks.
  - Deeper methodological knowledge (both academic and professional).
  - Hands-on research experience (research participation and research internship).
  - Networking and relationship building.
  - Excellent career prospects and opportunities for a PhD.

- **Next steps, if you’re considering or want to switch**
  - Talk to your study advisor(s).
  - Talk to your professor(s).
  - Talk to Research Master students (like me!): sara.groos@student.uva.nl
Episode 2
*Preparing for the PersCom Afterlife*

SWOCC
*Cher Chin-Fo-Sieeuw & Guda van Noort*
Preparing for the PersCom Afterlife

SWOCC

Persuasive Communication
How to find us?

REC - C9.00
www.swoccnl.nl
info@swoccnl.nl
@SWOCC_NL
SWOCC
SWOCC (facebook.com/SWOCCNL)
Episode 3
The Persuasive Communication Afterlife

Kate Kamphuis
WORKING IN MEDIA

Kate Kamphuis
CONTENTS

• Who am I?
• What is a media agency?
• What they do
• Some of my work
• Questions
WHO I AM

• Persuasive Communication
• Thesis: the influence of Me Too on resistance and valence of comments on either genderstereotypical or non-genderstereotypical commercials on YouTube.
• Junior Communications Planner
• Carat/Dentsu Aegis
WHAT IS A MEDIA AGENCY?

- **Creative Agency**: Creates effective message that fits target audience and campaign.
- **Client**: Researches TA and composes strategy to optimize effect of campaign.
- **Media Agency**: Buys media.
- **Ads the consumer sees**: Final output that communicates the campaign message to the target audience.
WHAT DOES A COMMS PLANNER/MEDIA AGENCY DO?

• Create strategy based on briefing:
  • Research on target audience
  • Consult with media owners and negotiate prices
• Construct perfect campaign with client and creative agency
• Execute media plan
• Optimize and report results back to client
TYPES OF MEDIA
SOME OF MY (OUR) WORK
ANY QUESTIONS?
MAA BOARD 2020-2021

- **Chairman** - Sanne Schoenmakers
- **Vice-Chairman** - Jessie Igir
- **Sales** - Maurice Gérard
- **Sales** - Noortje Danckaarts
- **Marketeer** - Laïsha van Dijk
Who are we?

CAREER ASSOCIATION

THIRD-YEAR AND (PRE-) MASTER STUDENTS

VRIJE UNIVERSITEIT AMSTERDAM, NYENRODE AND UNIVERSITY OF AMSTERDAM

MARKETING, COMMUNICATION, MANAGEMENT AND CONSULTANCY
Impression

Build the bridge between you and your future success
Become a MAA member

AND FOLLOW US ON OUR SOCIALS @MAAMSTERDAM