Master Introduction Day

Track Meeting

Persuasive Communication

Welcome

January 30, 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: Mijke Schomaker
4. Switching to RM: Kelly de Wildt

**Episode 2 Preparing for the PersCom Afterlife**
1. SWOCC: Guda van Noort
2. MAA Marketing Association Amsterdam

**Episode 3 The Persuasive Communication Afterlife**
1. Anne Vos, Perscom alumna
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
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 ➤

Tag cloud
Marketing communication
Entertainment Education
Branding
Social media
Interpersonal communication
WOM
Advertising
Content effects
Online advertising
Sustainability
Episode 1

*Mastering the Master Program*

2. PersCom courses
   - Marketing Communication
   - Health 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

8 weeks  8 weeks  4 weeks  8 weeks  8 weeks  4 weeks
COMMUNICATIONS BETWEEN ADVERTISERS AND CONSUMERS AND THEIR CONSEQUENCES

Dr. Hilde Voorveld
Tutorial group 1
11-13

Dr. Stephanie Welten
Tutorial group 3: 11-13 (Dutch)
Group 2: 13-15
Classic Marketing Mix:
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
Believe in something. Even if it means sacrificing everything.
Every part starts with a collective lecture and matching guest speaker.
Course Activities

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

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

- Thursday: collective lecture, 11:00-13:00
- Universiteitstheater (Nieuwe Doelenstraat)
- Boris Nihom
Health Communication
Gert-Jan de Bruijn
PERSUASIVE COMMUNICATION APPLIED TO THE BROAD AREA OF HEALTH

Prof. Dr. Julia van Weert

Dr. Gert-Jan De Bruijn
Tutorial group 1A 13-15
Reflective Thinking

My family will approve of me if I try to lose weight
Automatic cue reactions
Emotional reactions.....
Effects of framing: emphasize the positive, or emphasize the negative?
Communication in the social environment

in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.

You CAN quit smoking. Call **Quitline 131 848**, talk to your doctor or pharmacist, or visit [www.quitnow.info.au](http://www.quitnow.info.au)
STORYTELLING

Communication through stories and actors
Personalizing communication
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
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: attendance is obligatory
- For more information on the topic of health communication: www.healthcommunication.nl
## Deadlines Health and Marketing communication

<table>
<thead>
<tr>
<th>Month</th>
<th>Health Communication</th>
<th>Marketing Communication</th>
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</thead>
<tbody>
<tr>
<td><strong>February</strong></td>
<td></td>
<td>February 20: Practical Assignment A (Group)</td>
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<tr>
<td><strong>March</strong></td>
<td>March 02: Exam Theory 1 (Individual)</td>
<td>March 05</td>
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<td>March 18 (Deadline Part I Intervention Group)</td>
<td>March 19: Understanding &amp; Knowledge A (Individual)</td>
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<td><strong>April</strong></td>
<td>April 29: Exam Theory 2 (Individual)</td>
<td>April 16: Practical Assignment C (Group)</td>
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<td>April 30</td>
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<td><strong>May</strong></td>
<td>May 06: (Deadline Part II Intervention Group)</td>
<td>May 14: Understanding &amp; Knowledge A (Individual)</td>
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<td>May 15 (Deadline Final Intervention Group)</td>
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*Schedule is subject to changes*
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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<tbody>
<tr>
<td><strong>Block 1</strong></td>
<td><strong>Block 1</strong></td>
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<tr>
<td>Specialisation Seminar</td>
<td>Elective</td>
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<tr>
<td>Specialisation seminar</td>
<td>Thesis Phase II: Final Thesis Proposal</td>
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<td>Thesis Phase I: thesis preparation groups</td>
<td>Research Methods Tailored to the Thesis</td>
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Episode 1

Mastering the Master Program

Mijke Schomaker (Started 1 year ago)
Mijke Schomaker

BACHELOR NEWS & MEDIA
BACHELOR COMMUNICATION SCIENCE
MASTER PERSUASIVE COMMUNICATION (ALMOST GRADUATED)
TWO INTERNSHIPS
EDITOR AT SENIORWEB
• **Marketing Communication**
  - Analysis of Ben & Jerry’s marketing strategy
  - Advertising campaign proposal for The Body Shop

• **Health Communication**
  - Health intervention to reduce the risk of skin cancer

• **Electives**
  - Persuasive Design in a Digital Era
  - Media Strategies
Persuasive Design

- Design an application
- Reflection about choices for application
- Write a blog about a health technology
- Design an application
- Reflection about choices for application
- Write a blog about a health technology
Media Strategies

- Contact with an agency
- Briefing
- H&M, National Maritime Museum, Star Wars, Samsung, 1917
- Write a media plan
  - Analysis & Strategy
Media Strategies

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THE BRIEFING
SPRING CAMPAIGN

- Campaign & time period
  Spring 2020, 2 weeks in April

- Objective
  Increase visits to Het Scheepvaartmuseum

- Target audience
  Tourists (FR, UK, DE, IT, ES)

- Budget
  60,000 – cost to client
Effects of exposure to a message with a gain- or loss frame and short- or long term consequences on the visualization of the consequences and the intentions to donate money, donate materials or volunteer.

- Experimentation (2x2)
- Child poverty in the Netherlands
- Message framing theory (gain- and loss frames)
- Temporal context (short- and long term consequences)
- Construal Level Theory
Episode 1

Mastering the Master Program

Switch to the Research Master – Kelly de Wildt
Why the research master program?

- It’s a two-year program: more time to learn and go in-depth!
- Possibility to follow the same theoretical courses as in the regular Master’s, but with additional methodological courses
- You decide which courses! Each student in the Research Master’s follows a personalized study plan
- You can choose between an Academic and Professional track
- Small group, so: more personalized and more feedback
- Participating in research (ASCoR participation, internship)
- Doing your own research (thesis research)
ASCoR participation: Virtual Reality research

- Hands-on experience with conducting an experiment
- Get to know and collaborate with experienced researchers
Dutch Foundation for Fundamental Research on Brands and Brand Communication

Stichting Wetenschappelijk Onderzoek Commerciële Communicatie

SWOCC
What’s in it for you?

**Thesis Award**
€750 + Presentation

**Books**
Borrow REC C9.00

**Blogs & SWOCC selecties**
Summaries of Scientific Research

**Events**
Meet your future employer

**Career**
Network + Internship

info@swocc.nl | C9.00
How to find us?

REC - C9.00
www.swocc.nl
info@swocc.nl
@SWOCC_NL
SWOCC
SWOCC (facebook.com/SWOCCNL)
How to find us?
Stagiair(e) gezocht!

Wat ga je doen?
• Marketingcampagne: opzet en uitvoer van een campagne gericht op het 25-jarig bestaan van SWOCC.
• Daarnaast ondersteun je tijdens je stage de SWOCC medewerkers in verschillende activiteiten, zoals redactiewerkzaamheden en social media activiteiten.

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

Interesse? Stuur jouw motivatie en CV naar info@swocc.nl t.a.v. Cher Chin-Fo-Sieeuw of bel naar 020 525 3590.
Thank you!

SWOCC voor studenten

Kennisbron
SWOCC bringt al meerdere 20 jaar publicaties uit waarin actueel, wetenschaplik onderzoek overzichtelijk per onderwerp is gebundeld. Deze kennis stelt SWOCC beschikbaar voor studenten om te lenen (UvA, Roetersseilandcampus, C9.00). Handig om te gebruiken tijdens het schrijven van papers en je scriptie!

Bijdraging
Met SWOCC ben je altijd op de hoogte van de nieuwste ontwikkelingen. SWOCC publiceert weekelijks interessante en actuele blogs op swocc.nl. Dit zijn kant-en-klare samenvattingen van wetenschappelijke artikelen over marketing, merken en communicatie. Ook brengt SWOCC elk kwartaal een selectie uit met inzichten uit toonaangevende internationale tijdschriften.

Bijeenkomsten
SWOCC organiseert interessante en inspirerende bijeenkomsten met presentaties door wetenschappers én communicatieprofessionals. Bij elke SWOCC bijeenkomst worden een aantal plekken beschikbaar gesteld voor studenten. Houd de SWOCC agenda in de gaten als je hier bij wilt zijn!

SWOCC Scriptieprijs
SWOCC reikt jaarlijks een scriptieprijs uit. Als student maak je kans om €1.000 en de mogelijkheid om je scriptie tijdens het SWOCC Symposium te presenteren voor een groot publiek van wetenschappers en communicatieprofessionals.

Carrière
SWOCC is als kennisbron niet alleen relevant tijdens je opleiding, maar is ook de perfecte springplank voor je carrière. SWOCC biedt geregeld stageplaatsen waarbij je volwaardig meedraait binnen het bureau, de kans krijgt om een eigen (onderzoeks)project op te pakken en veel contact hebt met het bedrijfsleven.
Why you should join the MAA
Your bridge to success

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

With a focus on:
Communication
Marketing
Management
Consultancy

www.ma-amsterdam.nl
UPCOMING EVENTS:

6 February
SEO Training by Whello

12 February
General Meeting

14 February
In-house day at GroupM

27 February – 2 March
Careers Beyond Borders

16 & 17 April
Amsterdam Recruitment Event

Interested?
Meet MAA at the Open Drinks!

12 February

Become member: www.ma-amsterdam.nl/become-member
Episode 3
The Persuasive Communication Afterlife

Anne Vos
WHO AM I?

- Anne Vos, 29 years old
- Live in Amsterdam with my boyfriend and cat
- Finished the Pers Com Master January 2015
- Finished the Research Master in January 2019
• Lots of reading, writing, and studying with my cat...
MY EXPERIENCES WITH THE MASTER

• But also lots of interesting and creative research projects!
• Through guest lecture → applied for internship at TRND

• Word-of-mouth/collaborative marketing agency

• Hired as copywriter 6 months later

• TRND’s mission is to let consumers:
  • get to know and try new products,
  • share their experiences with friends, family, colleagues...
  • help brands with their honest feedback

A snapshot of the brands who are working with trndsters all over the world:
• The communication theories I had learned gave me an advantage over others

• Could apply a lot I learned during the Master in day-to-day activities

• During the Master I gained enough knowledge to impress big clients
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