A NEW ONLINE CLASS IS COMING THIS SUMMER!

PSY 2440: ATTITUDES AND PERSUASION

The course examines the basic psychological theories in attitude formation and change. We will discuss what attitude is and what it does, attitude measurement, persuasive techniques, and the consequences of attitude change. Why do you buy Coke but not Pepsi? (and the other way around!). And how would you get others to buy Pepsi and not Coke?!

Let’s learn to persuade (and not be persuaded).

This course is highly recommended to those interested in psychology of attitudes and persuasion, mass communications, advertising, business, and marketing.

See you this summer!

Instructor: Watch Pengchit
M.A., M.S. Social Psychology