INCORPORATING SIX PRINCIPLES OF INFLUENCE INTO CREATION OF A MARKETING CAMPAIGN

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QUALITY ENHANCEMENT PLAN (QEP)

- Southern Association of Colleges and School, Commission on Colleges (regional accreditation) requires selection, development, implementation, and assessment of a topic area designed to improve student learning, and the environment that supports student learning.
- At Texas A&M University-Commerce, our QEP presents a strategy to prepare students for an interconnected world.
6 PRINCIPLES OF PERSUASION

- Reciprocation
- Social Proof
- Commitment and Consistency
- Liking
- Authority
- Scarcity
Reciprocation recognizes that people feel indebted to those who do something for them or give them a gift.
When people are uncertain about a course of action, they tend to look to those around them to guide their decisions and actions.
People strive for consistency in their commitments
PRINCIPLE 4: LIKING

- The QEP student to student interaction allows the graduate research assistants to easily relate, give advice during sessions and talk to students one on one outside of the sessions to personally learn more about the QEP
PRINCIPLE 5: AUTHORITY

- People respect authority. They want to follow the lead of real experts.
PRINCIPLE 6: SCARCITY

Benefits of Becoming a Global Fellow
• Induction and recognition ceremony, certificate of completion, honor medallion, distinction and recognition at convocations, yearly banquets, and other campus events.
• Eligible to apply for internal support funding for assistance with global courses, global travel, global research, and global events.
• Opportunity to share experiences with others.

Benefits of Becoming a Global Scholar
• Certificate of completion
• Special sash/stole at graduation
• Distinction on graduation program
• Personalized letters of recommendation
• Opportunity for travel, travel scholarship and opportunity to share experiences with others.
By using persuasion and influence research, Ciadini’s Six Principles, we have been able to create an effective marketing campaign for the Texas A&M University-Commerce QEP.
THANK YOU!!!

QUESTIONS???