Review of a Marketing Campaign Using Cialdini’s Social Proof Theory as a Reinforcement Mechanism

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The Quality Enhancement Plan (QEP)

Preparing Students for an Interconnected World
Components of the QEP

- ePortfolio
- GCAA
- Global courses
- Global Events and Travel
Cialdini’s 6 Principles of Persuasion

- Reciprocation
- Social Proof
- Commitment & Consistency
- Liking
- Authority
- Scarcity
Social Proof
The Global Competence Model

- External Readiness
- Internal Readiness
Feedback

Elizabeth R. Webb Retweeted you
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TAMUC SAP @tamucsap · Sep 13
Great opportunity to learn about the qualities that make you a Leader! #lead

A&M-Commerce QEP @TAMUC_QEP
Applications closing soon!

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Take advantage of this great leadership opportunity!

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Applications closing soon!

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Sep 8: The Sam Rayburn speaker series kicks off today featuring Dr. Robert Green, a friend of Martin Luther King Jr. at the RSC. Time is 7pm.

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A&M-Commerce Art Students Go to China

At the end of spring 2016, some design students from Texas A&M University-Commerce Department of Art along with their teachers took a trip to China for 10 days. Our students were hosted by several Chinese professors and students at the Tianjin University of Technology (TUT) for the duration of their stay. Assistant Professor of Art at A&M-Commerce, Virgil Scott led the trip and delivered a lecture on “Design and the Creative Process” at TUT’s School of Art.

The students had an interesting experience in China touring TUT, learning about the Chinese culture and visiting the Forbidden City in Beijing, a massive palace filled with amazing architecture. There, they saw large cauldrons used to boil people and learned that this was one of the cruelest punishments in the history of China. “The fact that we were able to go around and touch these parts of history was truly amazing and humbling,” remarked one of the students.

Texas A&M University-Commerce Quality Enhancement Plan

Texas A&M University-Commerce Quality Enhancement Plan
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Hey guys, here is a chance to get first-hand information from students like you on what it is like to study abroad.

A study abroad experience is a big step in risk-taking. By trying something different or unfamiliar to expand your current comfort zone and cross-cultural horizons, you will move on to the path towards personal development. This path helps you to stretch yourself, push your limits and become more than you were. Other benefits of expanding your comfort zone include: resilience, increased self-confidence, enhanced enjoyment & experience of life, boosts mental health.

The Office of Global Programs invites you to a STUDENT STUDY ABROAD SHOWCASE SEPT. 28, 2016 6:00 PM – 3:30 PM LEGACY A IN THE RAYBURN STUDENT CENTER where students will share stories of their unique study abroad
Conclusion

By using Cialdini’s principle of influence as the foundation for a marketing plan, and information from the global competence model, the QEP has been able to encourage student participation in global events/activities that will increase their preparedness for an interconnected world using social media.
Questions?