

Social Influence and Word of Mouth

UGBA 167

Wednesday 2-4pm, 2 units

For course questions, email Rgershon@berkeley.edu

Berkeley
Haas

This course delves into the psychological theories that power effective word-of-mouth marketing to understand how individuals and organizations spread ideas and encourage behaviors.

Course Goals:

- Understand the role of social identities and norms in guiding our preferences and decisions.
- Gain an understanding of how information (and misinformation) spreads.
- Understand how to foster positive customer relationships
- Uncover strategies to craft share-worthy content
- Learn the practical skills to influence and resist influence in our daily lives.

Assignments will focus on hands-on application of these theories. Class meetings will include short lectures, class discussions, experiments, and hands-on group activities.



Dr. Gershon is a leading authority on consumer judgments and choices, with a focus on the role of social influences in areas such as referrals, charitable giving, health decisions, and consumer preferences. Partnering with diverse businesses and nonprofits, she employs experimental methods to enhance customer engagement and leverages existing clientele to amplify positive word-of-mouth. Join her class to gain insights from the forefront of consumer behavior research.