

**SYLLABUS: STRATEGIC SOCIAL DYNAMICS / INAF 315C**

**INSTRUCTOR:** SEBASTIAN PRITCHARD ([Sebastian.Pritchard@rollins.edu](mailto:Sebastian.Pritchard@rollins.edu))

**COURSE LOGISTICS:** PORTABLE CLASSROOM C3, WED 6:45-9:15 PM

**TEXT:** “SIX DEGREES OF SOCIAL INFLUENCE”, KENRICK, GOLDSTEIN, BRAVER. OXFORD UNIVERSITY PRESS, 2012. APPROX. \$30.

**OBJECTIVE:** *The Strategic Social Dynamics (SSD) program of instruction has been designed to equip the student with state-of-the-art, scientifically validated tools for persuading or influencing other human beings to say “yes” to compliance requests. Classes will be a mixture of lecture, video, and practical applications through assignments and in-class work. I am obsessed with making this an enjoyable and worthwhile experience for students.*

**ASSESSMENT:** 33% CLASS PARTICIPATION (SUBJECTIVE); 34% FINAL EXAM; 33% FINAL PRESENTATION

**COURSE TOPICS (MAY BE SUBJECT TO MODIFICATION):**

Jan 16: Introduction

23: First-Round Student Pitches

30: Classical Sources (Aristotle, Machiavelli, Castiglione, etc.)/Neuromarketing I

Feb 06: Cialdini/Neuromarketing II

13: Emotional Roles, Body Language, Proxemics, EQ

20: Storytelling

27: Actors

Mar 13: Advertising and Mad Men

20: Social Engineering, Sociopaths, and the Dark Side

27: Mating and Seduction

Apr 03: Strategic Negotiation

10: Presentation Techniques

17: Conflict Management

24: Exam Review

May 01: Exam

08: Second-Round Student Pitches (Graded)

**Students with Disabilities**

Rollins College is committed to equal access and does not discriminate unlawfully against persons with disabilities in its policies, procedures, programs, or employment processes. The College recognizes its obligations under the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 to provide an environment that does not discriminate against persons with disabilities. If you are a person with a disability and anticipate needing any type of academic accommodations in order to participate in your classes, please make timely arrangements by disclosing this disability in writing to the Disability Services Office at (Campus Box 2613) - Thomas P. Johnson Student Resource Center, 1000 Holt Ave., Winter Park, FL, 32789; call 407- 646-2354 for an appointment; or email: [gridgeway@rollins.edu](mailto:gridgeway@rollins.edu).

### **Academic Honor Code**

Membership in the student body of Rollins College carries with it an obligation, and requires a commitment, to act with honor in all things. Because academic integrity is fundamental to the pursuit of knowledge and truth and is the heart of the academic life of Rollins College, it is the responsibility of all members of the College community to practice it and to report apparent violations.

The following pledge is a binding commitment by the students of Rollins College:

The development of the virtues of Honor and Integrity are integral to a Rollins College education and to membership in the Rollins College community. Therefore, I, a student of Rollins College, pledge to show my commitment to these virtues by abstaining from any lying, cheating, or plagiarism in my academic endeavors and by behaving responsibly, respectfully and honorably in my social life and in my relationships with others.

This pledge is reinforced every time a student submits work for academic credit as his/her own. Students shall add to all papers, quizzes, tests, lab reports, etc., the following handwritten abbreviated pledge followed by their signature:

**“On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work.”**

Material submitted electronically should contain the pledge; submission implies signing the pledge.