

Nebraska Wesleyan University

Catalog 2011-2012

COMM 225 Persuasive Communication

3 hours

Majors, Minors & Degrees:

Majors

Communication (B.A., B.S.)

Political Communication (B.A., B.S.)

Majors (Adult)

Bachelor of Science in Organizational Communication

Minors

Communication

Marketing

Departments/Programs:

Communication Studies

Organizational Communication (Adult Undergraduate)

A study of theories and practices of persuasion within a variety of communication contexts. Students will be expected to apply these concepts to out-of-class persuasive situations.

Prerequisite(s): Junior standing and COMM-130 or permission of the instructor.

(Normally offered each fall semester.)