Nebraska Wesleyan University

COMM 225 Persuasive Communication

Catalog

2012-2013

Course Description

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 Communication Theory or permission of the instructor.

Course Hours

3 hours

Departments

1. Communication Studies
2. Organizational Communication (Adult Undergraduate)