

Course:

COMM 3201 Persuasive Communication

3 hours

Majors, Minors & Degrees:

Certificates

Marketing Minor (18 hours)

Departments/Programs:

Organizational Leadership and 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 2301 Communication Theory or permission of the instructor.

(Normally offered each fall semester.)