

## COMM 3200 Persuasive Communication

4 hours

### Majors, Minors & Degrees:

#### **Majors**

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

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

#### **Minors**

Communication

Marketing

#### **Certificates**

Public Relations Minor

### Departments/Programs:

Communication Studies

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.*

(Normally offered each fall semester.)