

**Course:**

**COMM 3201 Persuasive Communication**

**3 hours**

**Majors, Minors & Degrees:**

**Majors (Adult)**

Organizational Leadership and Communication (B.S.)

**Certificates**

Marketing Minor (18 hours)

Public Relations Minor

**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.)