

## 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 or permission of the instructor.*

(Normally offered each fall semester.)