

Nebraska Wesleyan University

Catalog 2016-2017

COMM 3201 Persuasive Communication

3 hours

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Minors (Adult)

Marketing

Public Relations

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.)