

Nebraska Wesleyan University

Catalog 2019-2020

## COMM 3200 Persuasive Communication

4 hours

Majors, Minors & Degrees:

**Majors**

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

**Minors**

Communication Studies

Marketing

**Minors (Adult)**

Public Relations

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 semester.)