Nebraska Wesleyan University

COMM 3201 Persuasive Communication

Catalog

2019-2020

Course Description

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.)

Archway Curriculum: Integrative Core: UC Leadership Thread

Course Hours

3 hours

Departments

1. Organizational Leadership and Communication (Adult Undergraduate)