

**Course:**

**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.)