

COMM 3200 Persuasive Communication

4 hours

Majors, Minors & Degrees:

Majors

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

Data Analytics (B.A., B.S.)

Minors

Communication Studies

Marketing

Minors (Adult)

Marketing

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.)