Nebraska Wesleyan University

COMM 3200 Persuasive Communication

Catalog

2026-2027

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.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Integrative Core: Power Thread

Course Hours

4 hours

Departments

1. Communication Studies