COMM 3700: Persuasion and Communication

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course examines historical and contemporary theories, principles, and communicative practices of persuasive messages. As persuasion is a part of our personal, organizational, and public lives, students will understand the process of persuasion, practice strategies of ethical and effective persuasion, and analyze persuasive discourse in various oral, written, and mediated contexts. Students will learn how to become responsible citizens by examining persuasive messages in our society and providing recommendations for ethical communication. Liberal Education Goal Areas 5 & 9.

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted