

Minnesota State University Moorhead

COMM 311: Principles of Persuasion

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course will explore the logical and psychological theories of persuasion as they occur in a range of communication situations.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Campaign Planning & Strategy
2. Selecting Channels and Materials
3. Developing Materials and Pretesting (e.g., qualitative and quantitative approaches)
4. Implementation (e.g., message design, message effects, source effects, etc.)
5. Assessing Effectiveness
6. Feedback to Refine Program

D. LEARNING OUTCOMES (General)

1. Students will develop a working knowledge of selected theories of persuasion; that is, be able to describe the fundamental assumptions, the causal mechanism, and the scope of each theory covered in class.
2. Students will be able to demonstrate knowledge of the substance and sequencing of each of the steps in a persuasion campaign.
3. Students will analyze multiple messages from the perspective of one or more theories covered in class.
4. Students will craft messages utilizing principles from one or more of the theories covered in class.
5. Students will become more critical consumers of persuasive messages and persuasive campaigns.
6. Students will complete a persuasive campaign in an attempt to solve a client-centered problem.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted