COMM 4314 - Persuasion and Interpersonal Influence

COMM 4314 Persuasion and Interpersonal Influence (3 semester credit hours) This course will emphasize the critical evaluation of persuasive messages and the design of persuasive appeals. By merging rhetorical theory and application, students will focus on persuasive strategies as a means for influencing attitudes, beliefs, and actions in a variety of contexts, including business, politics, and interpersonal interactions. Prerequisites: (RHET 1302 and COMM 1311) or equivalent or instructor consent required. (3-0) S