

COMM400

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : COMM400 **Title :** Persuasive Communication

Length of Course : 8

Prerequisites : COMM304 **Credit Hours :** 3

Description

Course Description: In this course, students will learn about the history and development of persuasion, the relationship of audience diversity to the impact of persuasive messages, principles of argumentation and evidence, and applications to real-world situations and messages. Throughout the course, students will make connections with political, mass media, marketing, public relations, organizational, advertising, and internet-based messages by applying theories and concepts of persuasion. Prerequisite: COMM304

Course Scope:

Course Topics include communication planning, internal and external communication, argumentation, persuasion, evidence, audience diversity, ethics, and applications.

Objectives

CO1 Students will describe theory and development of persuasion.

CO2 Students will learn to analyze persuasive messages and arguments.

CO3 Students will produce effective written arguments about a social problem and its best remedy.

CO4 Students will develop persuasive messages for specific audiences and campaigns.

CO5 Students will explain the relationship between audience diversity and message impact.

CO6 Students will evaluate ethics in relationship to messages.

CO7 Students will connect persuasion to their personal and professional lives.

Outline

Week 1: Introduction to Persuasion and Theory

Learning Outcomes

CO1 Students will describe theory and development of persuasion.

Required Readings

Week 1 Reading & Resources

Week 1 Lesson

Assignments

Week 1 Forum

Week 2: Persuasion Ethics and Theory

Learning Outcomes

CO2 Students will learn to analyze persuasive messages and arguments.

CO6 Students will evaluate ethics in relationship to messages.

Required Readings

Week 2 Reading & Resources

Week 2 Lesson

Assignments

Week 2 Forum

Week 2 Assignment: Advertising Application Paper

Week 3: Attitudes and Persuasive Campaigns

Learning Outcomes

CO4 Students will develop persuasive messages for specific audiences and campaigns.

CO5 Students will explain the relationship between audience diversity and message impact.

Required Readings

Week 3 Reading & Resources

Week 3 Lesson

Assignments

Week 3 Forum

Week 4: Persuasive Campaigns and audience analysis, needs, emotions, lifestyles, beliefs

Learning Outcomes

CO2 Students will learn to analyze persuasive messages and arguments.

CO4 Students will develop persuasive messages for specific audiences and campaigns.

CO5 Students will explain the relationship between audience diversity and message impact.

Required Readings

Week 4 Reading & Resources

Week 4 Lesson

Assignments

Week 4 Forum

Week 4 Assignment: Persuasive Campaign Project Milestone 1

Week 5: Argumentation and Evidence

Learning Outcomes

CO2 Students will learn to analyze persuasive messages and arguments.

CO4 Students will develop persuasive messages for specific audiences and campaigns.

CO5 Students will explain the relationship between audience diversity and message impact.

Required Readings

Week 5 Reading & Resources

Week 5 Lesson

Assignments

Week 5 Forum

Week 6: Argumentation and evidence, persuasive contexts

Learning Outcomes

CO2 Students will learn to analyze persuasive messages and arguments.

CO4 Students will develop persuasive messages for specific audiences and campaigns.

CO5 Students will explain the relationship between audience diversity and message impact.

Required Readings

Week 6 Reading & Resources

Week 6 Lesson

Assignments

Week 6 Forum

Week 6 Assignment: Persuasive Campaign Project Milestone 2

Week 7: Persuasive contexts and visual persuasion, non-verbals

Learning Outcomes

CO2 Students will learn to analyze persuasive messages and arguments.

CO6 Students will evaluate ethics in relationship to messages.

CO4 Students will develop persuasive messages for specific audiences and campaigns.

Required Readings

Week 7 Reading & Resources

Week 7 Lesson

Assignments

Week 7 Forum

Week 8: Persuasion in personal relationships

Learning Outcomes

CO3 Students will produce effective written arguments about a social problem and its best remedy.

CO4 Students will develop persuasive messages for specific audiences and campaigns.

CO6 Students will evaluate ethics in relationship to messages.

CO7 Students will connect persuasion to their personal and professional lives.

Required Readings

Week 8 Reading & Resources

Week 8 Lesson

Assignments

Week 8 Forum

Week 8 Assignment: Persuasive Campaign Project Final Multimedia

Evaluation

Grading:

Name	Grade %
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Materials

Book Title: The Dynamics of Persuasion: Communication and Attitudes in the Twenty-First Century- e-book available in the APUS Online Library

Author: Perloff, Richard

Publication Info: Routledge

ISBN: 9781138100329

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the COMMUNICATION program area.
- Please note that no formal citation style is graded on forum assignments in the School of Arts & Humanities—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

School of Arts & Humanities Late Policy

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

Turn It In

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of

content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through “Messages” or E-mail but must be submitted through the Assignments area directly.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating in Forum discussions

- All initial forum discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- You must post a response to the weekly forum prompt and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly forum instructions for specific expectations on the number of replies and word count requirements.
- Late posts to a forum will be subject to the School late policy and may not be accepted without instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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