Catalog description: A study of persuasive strategies for the purpose of becoming more enlightened recipients and skillful creators of persuasive messages and campaigns (advertising, images, and interpersonal and group interaction.)

No Specific Text: Outside readings will be assigned

Objectives: Each student will be able to:
— Identify and understand concepts and use of persuasive techniques.
— Establish effective personal and group persuasive communication.
— Identify and assess personal persuasive communication skills.
— Use techniques to improve his or her oral, visual, and writing persuasive skills.
— Solve persuasion problems by applying the right persuasive technique.
— Design, create, and present persuasive elements of advertising campaigns.
— Design, create, and present persuasive elements of changing someone's mind in a one-on-one setting.
— Design, create, and present persuasive elements of public relations campaigns.

Syllabus

August 20 — Here's the deal
— Explanation of syllabus, class policies, projects, and grading.
— Developing a common language
— Recognizing the reach of persuasion
— Role playing
— Solving the persuasive puzzle

August 27 — How it Works
— Principles
— Techniques
— Creating Needs/Social Needs
— Loaded words and Images
— Presentations

September 10 — Going in Two Directions/Intro to Campaigns
— Intensifying: Repetition, Association, Composition
— Downplay: Diversion, Omission, Confusion
— Campaign Projects (3)
— Presentations

September 17 – The 43 to Remember - Part 1
— Alignment to Harmony
— More Campaigns
— Presentations

September 24 – The 43 to Remember - Part 2
— Hurt and Rescue to Understanding
— Campaign Projects
— Presentations

October 1 — The Great Persuaders
— Billy Graham to Jim Jones to Leo Burnett
— Image building and saving – public relations case studies
— Presentations

October 8 — Hidden Persuasion
— Psych!
October 15 — last night for Presentations

Attendance
— You will be expected to attend and participate in every class. Missing one class means the loss of 11 points, a part or all of which can be made up although nothing can replace being there. Missing a second class is highly discouraged. Please communicate any attendance issues with the instructor.

Projects (85 percent of the grade): (5)
— Letter to a superior to make a change (5)
— Ad campaign for new product (20)
— Ad campaign for an established product (20)
— PR campaign to restore an image (20)
— PR campaign to sell an idea (20)

Participation/Assignments (15 percent):
— Class discussion, quizzes, papers, in-class assignments, preparation.