

Course Unit Title:	The Art of Persuasion
Course Unit Code:	MAR213
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3
Semester when the unit is delivered:	5
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a thorough understanding of the communication process and its elements; • Critically assess the various persuasion theories; • Demonstrate an understanding of the role of the persuader; • Deliver clear and effective messages in face-to-face interactions; • Deliver clear and effective messages through electronic and print media; • Identify persuasive communication strategies used for promoting attitude change through projects and role play ; • Demonstrate an understanding of the ethical dimensions in persuasive communication efforts; 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objectives: The course aims at providing students the theories and techniques in engaging into persuasive communication.</p> <p>Description: Areas to be covered:</p>	

- Communication theories: e.g. Argumentation Theory, Uncertainty Reduction Theory Model of Text Comprehension, Semiotics, Speech Act, Contingency Theories, Attraction-Selection-Attrition, Framework, Adaptive Structuration Theory, Media Richness Theory, Two Step Flow Theory, Diffusion of Innovations Theory, Agenda Setting Theory, Cultivation Theory, Medium Theory, Priming, Spiral of Silence, Mehrabian's communication theory
- Verbal and non- verbal communication
- Introduction to the field of persuasion
- Examination of theories of persuasion such as Social Judgment theory, Balance theory, Relevance Theory, Congruity theory, Reinforcement Theory, Attribution Theory, Elaboration Likelihood Model, Subliminal persuasion, Audio-masking, Perceived obsolescence, Cognitive Dissonance theory, Narrative Paradigm
- The persuader
- Message factors: Understanding the Message, Message Structure, Evidence, Fear and Guilt Appeals, Humor, Language
- Receiver characteristics
- Persuasive Communication in face-to-face encounters
- Persuasive Communication in electronic interaction
- Persuasive communication through print mode
- Eliciting attitude change through persuasive communications: concept of attitude, characteristics of attitudes, attitude measurement, attitude-behavior relationship
- Ethics in communication

**Recommended
or
required reading:**

Required reading:

Perloff, R. The Dynamics of Persuasion Communication and Attitudes in the Twenty-First Century, Francis and Taylor

Recommended readings:

Stiff, J. and Mongeau, P. Persuasive Communication, Guilford Press, New York

Storey, R. The Art of Persuasive Communication, Grower Publishing Ltd.

Duarte, N. HBR Guide to Persuasive Presentations, Harvard Business Review

Planned learning activities and teaching methods:	Virtual lectures, workshops, group work, assignments and exams						
Assessment methods and criteria:	<table> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
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Ongoing evaluation	50%						
	100%						
Language of Instruction:	English						
Work Placement(s):	No						
Place of Teaching:	Blackboard Virtual Learning Platform						