

Course Title	The Art of Persuasion				
Course Code	MRD350				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th Year/ 7 th or 8 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	The course aims at providing students the theories and techniques in engaging into persuasive marketing communications.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the communication process and its elements; • Critically assess the various persuasion theories • Explore persuasive premises, such as use of emotion, logic, and nonverbal aspects; • Analyze 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; • Discuss the ethical dimensions in persuasive communication efforts 				
Prerequisites	MRD100	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> • Introduction to the field of Persuasion: History and Arguments 				

	<ul style="list-style-type: none"> • Communication theories: e.g. Argumentation Theory, Uncertainty Reduction Theory, Semiotics, Attraction-Selection-Attrition, Media Richness Theory • Verbal and non- verbal communication • 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, Perceived obsolescence, Cognitive Dissonance theory • Persuasive premises, such as use of emotion, logic and nonverbal aspects • The persuader • Message factors: Understanding the Message, Message Structure, Evidence, Fear and Guilt Appeals, Humor, Language • Receiver characteristics; e.g. demographic and personal factors, culture • Persuasive Communication in face-to-face encounters • Persuasive Communication in digital interaction • Persuasive communication through print mode • Eliciting attitude change through persuasive communications: concept of attitude, characteristics of attitudes, attitude measurement, attitude-behavior relationship
Teaching Methodology	E - Learning
Bibliography	<p>Perloff, R. The Dynamics of Persuasion Communication and Attitudes in the Twenty-First Century, Francis and Taylor</p> <p>Stiff, J. and Mongeau, P. Persuasive Communication, Guilford Press, New York</p> <p>Storey, R. The Art of Persuasive Communication, Grower Publishing Ltd.</p> <p>Duarte, N. HBR Guide to Persuasive Presentations, Harvard Business Review</p>

	<p><u>E-Book</u> Perloff, R. <i>The Dynamics of Persuasion</i>, Routledge, Kindle edition Stiff, J. <i>Persuasive Communication</i>, Kindle edition</p>						
<p>Assessment</p>	<table border="1" data-bbox="548 420 1307 604"> <tr> <td data-bbox="548 420 1079 478">Final Examinations</td> <td data-bbox="1079 420 1307 478">50%</td> </tr> <tr> <td data-bbox="548 478 1079 537">Assignments/On-going evaluation</td> <td data-bbox="1079 478 1307 537">50%</td> </tr> <tr> <td data-bbox="548 537 1079 604"></td> <td data-bbox="1079 537 1307 604">100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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	100%						
<p>Language</p>	<p>English</p>						