Montgomery County Community College
SPC 202
Persuasion
3-3-0

COURSE DESCRIPTION:
This course examines theories and techniques associated with persuasion, ranging from those centered on interpersonal settings to those featured in mass mediated campaigns. The effects of persuasive messages on attitudes, opinions, values and behaviors will be considered from the perspective of consumers and practitioners. Both oral and written persuasion will be studied with the goal of engaging students in the role that persuasive messages play in their lives.

REQUISITE(S):
Previous Course Requirements
- ENG 101 English Composition I
- SPC 110 Speech Communication or SPC 120 Public Speaking

Concurrent Course Requirements
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Identify the critical elements in the persuasion process.	Assigned Readings AV/Multimedia Materials Lecture/Discussion Research Resources	Persuasion Process Paper Discussion Boards
2. Describe how source, message, and receiver factors are used in persuasive messages.	Assigned Readings AV/Multimedia Materials Case Studies Lecture/Discussion Research Resources	Compliance Gaining Paper Discussion Boards
3. Apply persuasive and compliance gaining strategies.	Assigned Readings AV/Multimedia Materials Case Studies Lecture/Discussion Research Resources	Compliance Gaining Paper Discussion Board

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Analyze and critique persuasive messages.	Assigned Readings AV/Multimedia Materials Case Studies Lecture/Discussion Research Resources	Persuasion Process Paper Discussion Board
5. Evaluate the ethical principles in a variety of persuasive messages.	Assigned Readings AV/Multimedia Materials Case Studies Lecture/Discussion Research Resources	Ethics & Media Paper Discussion Board

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:
1.   Course Introduction; Why Study Persuasion/What Constitutes Persuasion
2.   Attitudes and Consistency
3.   Credibility
4.   The Ethics of Persuasion
5.   Communicator Characteristics and Persuadability
6.   Conformity and Influence in Groups
7.   Language and Persuasion
8.   Nonverbal Influence
9.   Structuring and Ordering Persuasive Messages
10.   Sequential Persuasion
11.   Compliance Gaining
12.   Deception
13.   Motivational Appeals
14.   Persuasion and Esoteric Forms of Persuasion

LEARNING MATERIALS: Update if needed
Gass, R.H., and Seiter, J.S. (2011). *Persuasion, Social Influence and Compliance Gaining* (4th ed.). New York, NY: Allyn & Bacon.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Meredith Frank   Date: 8/2010
Interim VPAA/Provost Compliance Verification:
          Victoria L. Bastecki-Perez, Ed.D.   Date: 12/21/2010

Revised by: Tom Donlan and Meredith Frank   Date: 5/28/2013
VPAA/Provost or designee Compliance Verification:
          Victoria L. Bastecki-Perez, Ed.D.   Date: 6/4/2013

Revised by: Thomas E. Donlan   Date: 11/17/2017
VPAA/Provost or designee Compliance Verification: Date: 2/2/2018

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.