

Montgomery County Community College  
 CMS 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.

**REQUISITES:**

*Previous Course Requirements*

None

*Concurrent Course Requirements*

None

**COURSE COMMENTS**

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



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 Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/4/2013
Revised by: Tom Donlan	Date: 8/27/2017
VPAA/Provost Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 10/13/2017
Revised by: Amanda Gatchet	Date: 10/26/2021
VPAA or designee Compliance Verification:	Date: 11/23/2021

*developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*