

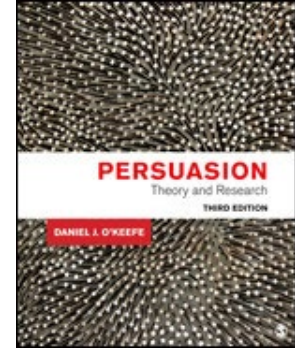
Welcome Students!

PERSUASION: COM 302L 741

8-weeks | Fully Online

Professor Joanna Huyck

Monday, March 20 – Friday, May 12 2023



3-credits | 8-weeks | Accelerated (twice the pace of a full semester course)

Persuasion *Three Credits LA*: A study of contemporary theories of persuasive message design in mediated and interpersonal contexts. The course examines the roles played by language, culture, message content, and media in persuasion. Students analyze a variety of persuasive artifacts, learn how to detect deception, and learn how to construct effective persuasive messages.

This course is taught **fully online** through Marist's course management system, called iLearn. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments, etc.) individual grades, and messages. **Login times and dates are asynchronous and flexible, but students must stay on pace with the course. Expect minimum weekly login requirements and regular deadlines.**

During the course we will use a mix of lectures/videos and guided online discussions/ analytical writing exercises, research, readings, and audio-visual materials, as appropriate. Assignments may include an individual and/or group project, written formal papers, presentations, and tests. Although training will be provided by Marist, you should have no problem using iLearn if you know how to use a computer for basic tasks, have experience surfing the web, and know how to download and upload (attach) files.

Required Textbook (pictured above) & Materials: There are only one required book for this course. The book is not available at the Marist bookstore. It is best **to purchase or rent the text online**. Please read all the information below before you purchase the book.

O'Keefe, Daniel. (2015). *Persuasion Theory and Research*. Third edition. Sage. ISBN: 9781452276670

The third edition is required. Do not order an older edition! [Click here to order the text on Amazon](#). Need/want to buy elsewhere? Search by **ISBN** to make sure you get the right book. Feel free to go with any format of the 3rd edition that works for you (rental, used hard copy, digital copy, etc.). Be mindful of delivery dates when ordering. If renting (hard copies or digital) be sure the access dates cover the entire course period.

Students will also need reliable internet access and appropriate internet devices such as a laptop and/or tablet. A laptop or desktop is highly recommended for assignments that require a keyboard. A tablet can prove helpful for online reading and viewing. Assignments will be submitted as Microsoft Office files (Word, PowerPoint, and possibly Excel). Google or Mac iOS files will not be accepted. If you use Google docs and/or Mac iOS software, it will be your responsibility to convert your file to the equivalent Microsoft Office file. PDFs are not encouraged but will be accepted if necessary.

The iLearn course site will be published (and appear in your list of courses) the Friday before the course begins. You are not required to start early. Please plan to login to class on the start date (or day after) so you can plan for assignments/deadlines in a timely fashion.

A little about me, your professor: My first career was in public-relations for New York State government, but higher education has always been my passion. I've been teaching both traditional and non-traditional college students for about 20 years. My current focus is on online course development and mentoring. This is my 10th year with Marist College.

"See" you in class!

Joanna Huyck

joanna.huyck@marist.edu