Welcome Students!

COM 302L 741: PERSUASION
Monday, March 23 – Friday, May 15, 2026
3-credits | 8-weeks | Fully online | Spring II Accelerated

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 Brightspace. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments, etc.) individual grades, and announcements. **Login times and dates are** asynchronous **and** flexible, but *students must stay at 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 Brightspace 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 is one required 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. The text is also available through the Marist bookstore. Looking 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.

Please be aware that Brightspace courses open on the first official day of their session, therefore, you will not be able to access the course before 3/24. Once available, students should attempt to visit the course as soon as possible. Students that do not access the course and at minimum review the syllabus by Thursday of Week 1 at 9:30 AM, will be considered not in attendance for the first "day" of the course and their names may be forwarded to their advisor or the registrar's office for registration follow-up. Students that join the class anytime between Wednesday and Friday of Week 1 should reach out to the professor immediately.

I look forward to "seeing" you in class!

Sincerely, Joanna Huyck, MA,
Professional Lecturer Communication
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