

## COM 302 Persuasion *Welcome Message!*

Dear students,

Welcome to COM302 Persuasion! We have eight weeks to dive into the world of persuasion, so let's get started.

First, some information about myself. I am an associate Professor and Director of the Graduate Program in School of Communication and the Arts at Marist University. My research revolves around the uses and effects of emerging communication technologies. My work has been published in various peer-reviewed journals and books. At Marist, I teach various courses. On the undergraduate level, I have taught *Applied Research & Analytics*, *Capping*, and *Persuasion*. On the graduate level, I have taught *Social Media Strategy & Tactics*, *Advertising Management*, *Global Consumer Insights*, *Brand Management*, and *Capstone*.

The required textbook for this course is: Gass, R.H. & Seiter, J.S. (2014). *Persuasion, Social Influence, and Compliance Gaining* (5<sup>th</sup> Ed). Pearson Education. ISBN-13: 978-0205912964. (*4<sup>th</sup> edition is also acceptable* ISBN-13: 978-0205698189). **The primary method to contact with me is to email me at [wenjing.xie@marist.edu](mailto:wenjing.xie@marist.edu).** Please read the syllabus as it contains important information about this course. You can find it on Brightspace, under "Syllabus".

Starting from the first week, I will post weekly announcement on Brightspace each Monday morning. My announcements will include your reading assignment, weekly tasks, deadlines, other resources, etc. Please read them carefully.

Please feel free to email me if you have any question. I look forward to virtually spending the following eight weeks with you!

Dr. Wenjing Xie