Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COMS 554
STRATEGIES AND TACTICS OF PERSUASION

COURSE DESCRIPTION
A practical application of current rhetorical, psychological and sociological theories of persuasion designed to facilitate understanding and change of attitudes, beliefs, and behaviors in various contexts including media, marketing, public relations, politics, and education.

RATIONALE
This course is part of the core requirements for the MA in strategic communication. This course will survey persuasion principles and theory relevant to the effectiveness of successful communication in the academic and workplace environments.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASES
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Analyze classical and contemporary theories of persuasion and how they explain behavioral action in interpersonal, public, media, social, and political contexts.
B. Evaluate components and processes of persuasion which operate in public discourse and mass mediated messages according to the Christian Judeo ethic.
C. Use ethical forms of persuasion in personal communication practice.
D. Research persuasion theory and techniques and ideas for future research.

V. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (2)

In each Discussion Board Forum, the student will write a journal article review related to his/her research topic. The purpose of the forum is to generate ideas for the development of the Research Paper. For each forum, the thread must be 400–500 words and the reply must be 200–300 words.

D. Journal Article Reviews (3)

The student will write a total of 3 reviews, each of a scholarly journal article related to his/her research topic. Each review must be 2–3 pages and must be formatted in current APA or MLA style.

E. Workbook Checkpoints (3)

Throughout the course, the student will complete 30 workbook activities consisting of short answers, brief reactions, and essays. The workbook will be graded at 3 checkpoints throughout the course.

F. Research Paper

The student will select a topic from a pre-approved list provided on Blackboard. The paper must be formatted in current APA or MLA style and must include a reference page or works cited page. The paper must be 18–20 pages, not including the title page and reference/works cited page, and must include at least 20 references.

G. Post Research Forum

The student will post his/her Research Paper to the forum and give feedback to at least 1 classmate. The reply must be 200–400 words.

H. Exams (2)

The student will complete a Midterm Exam and a Final Exam on the textbook readings. Each exam is open-book/open-notes, consists of 100 multiple-choice, true/false, and essay questions, and has a time limit of 2 hours.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums (2 at 40 pts ea)</td>
<td>80</td>
</tr>
<tr>
<td>Journal Article Reviews (3 at 50 pts ea)</td>
<td>150</td>
</tr>
<tr>
<td>Workbook Checkpoints</td>
<td></td>
</tr>
<tr>
<td>Checkpoint 1</td>
<td>110</td>
</tr>
<tr>
<td>Checkpoint 2</td>
<td>90</td>
</tr>
<tr>
<td>Checkpoint 3</td>
<td>100</td>
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</tbody>
</table>
B. Scale
D- = 680–699   F = 0–679

C. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.
Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance
Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
# Course Schedule

**COMS 554**

Textbooks:  

<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 1           | Borchers: chs. 1, 3–4  
Larson: chs. 1–2  
Workbook: activities 1–5  
1 presentation | Course Requirements Checklist  
Class Introductions  
Journal Article Review 1 | 10  
0  
50 |
| 2           | Borchers: ch. 2  
Larson: chs. 3–4, 13  
Workbook: activities 6–8  
1 presentation | DB Forum 1 | 40 |
| 3           | Borchers: chs. 6–7  
Larson: chs. 5–6, 10  
Workbook: activities 9–11  
1 presentation | Workbook Checkpoint 1 | 110 |
| 4           | Borchers: ch. 5  
Workbook: activities 12–14  
1 presentation | Journal Article Review 2  
Midterm Exam | 50  
100 |
| 5           | Borchers: ch. 11  
Larson: ch. 7  
Workbook: activities 15–20  
1 presentation | Workbook Checkpoint 2  
Journal Article Review 3 | 90  
50 |
| 6           | Borchers: chs. 9–10  
Larson: ch. 8  
Workbook: activities 21–23  
1 presentation | Research Paper | 250 |
| 7           | Borchers: ch. 12  
Larson: ch. 11  
Workbook: activities 24–27  
1 presentation | DB Forum 2 | 40 |
| 8           | Borchers: ch. 13  
Larson: ch. 14  
Workbook: activities 28–30  
1 presentation | Post Research Forum  
Workbook Checkpoint 3  
Final Exam | 20  
100  
100 |

**Total** 1010

DB = Discussion Board

**NOTE:** Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.