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.
COURSE SYLLABUS
SCOM 345
PERSUASION

COURSE DESCRIPTION
Analysis and practice of techniques used to change attitudes, beliefs, and behavior in various communication contexts. (Formerly COMS 345)

RATIONALE
It is important as Christian communicators whose goal it is to influence society for Christ, to use persuasive methods, which are ethically sound in all communication practices. Further, because persuasive messages bombard us continuously, we need to protect ourselves from those who would use persuasion abusively. Attention will be given to both classical and contemporary theories of persuasion and their ethical use in given contexts. The student will be an active participant in developing and analyzing persuasive messages within the contexts of public speaking.

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

II. REQUIRED RESOURCE PURCHASE
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 Office
D. Media player software
IV. **MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

A. Apply persuasive methods & techniques in a persuasive message with standards meeting ethical persuasion.

B. Demonstrate knowledge of persuasion theory and techniques.

C. Recognize non-ethical forms of persuasion and guard against their effect and use in personal communication practice.

V. **COURSE REQUIREMENTS AND ASSIGNMENTS**

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Blogs (8)

The student will respond to multiple questions provided on Blackboard each week and write a brief response to each question using current APA format. These questions will develop the student’s thoughts about persuasion theory and techniques. Each student will submit his or her answers to a weekly blog in Blackboard. The student is encouraged to read other students’ blogs and comment on them in order to foster learning and build community throughout the course.

D. Analysis Paper

The student will write a 12–15-page paper analyzing one of the following: political or public campaign persuasion or social/and/or religious movement persuasion.

E. Speeches (2)

The student will record a speech about advocacy/defense and also record a problem solving speech. Each speech must be 8–10 minutes in length. The student must also complete an outline and reference page for each speech. Once the speech is recorded, the student will upload the video file to YouTube and in his or her assigned discussion groups.

F. Peer-Evaluations (10)

The student will listen to speeches recorded by his or her classmates and complete peer-evaluation forms. Each peer evaluation will be submitted through file exchange on Blackboard, so that the student can review feedback provided by his or her classmates.
G. Exams (2)
Midterm Exam: The midterm exam covers the reading from Modules/Weeks 1–3. Questions will consist of true/false and multiple choice. The midterm exam has 100 questions, is open-book/open-notes and you will need to complete the exam in 2 hours.

Final Exam: The final exam covers the reading in Modules/Weeks 4–8. Questions will consist of true/false and multiple-choice. The exam has 100 questions and is open-book/open-notes.

VI. COURSE GRADING AND POLICIES
A. Points

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Blogs</td>
<td>200</td>
</tr>
<tr>
<td>Analysis Paper</td>
<td>150</td>
</tr>
<tr>
<td>Speeches (1 at 155 pts, 1 at 160 pts)</td>
<td>315</td>
</tr>
<tr>
<td>Outlines (1 at 25 pts, 1 at 20 pts)</td>
<td>45</td>
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<tr>
<td>Reference Page (2 at 20 pts ea)</td>
<td>40</td>
</tr>
<tr>
<td>Peer-Evaluations (10 at 5 pts ea)</td>
<td>50</td>
</tr>
<tr>
<td>Exams (2 at 100 pts ea)</td>
<td>200</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
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B. Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

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

## SCOM 345


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Larson: chs. 1, 3&lt;br&gt;4 presentations&lt;br&gt;Blog 1 questions</td>
<td>Course Requirements Checklist&lt;br&gt;Blog 1&lt;br&gt;Topic Approval for Advocacy/Defense Speech</td>
<td>10&lt;br&gt;40&lt;br&gt;0</td>
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<tr>
<td>2</td>
<td>Larson: chs. 4–6&lt;br&gt;2 presentations&lt;br&gt;2 websites&lt;br&gt;Blog 2 questions</td>
<td>Blog 2</td>
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<tr>
<td>3</td>
<td>Larson: chs. 7, 8, 12&lt;br&gt;2 presentations&lt;br&gt;Blog 3 questions</td>
<td>Blog 3&lt;br&gt;Advocacy/Defense Speech&lt;br&gt;Advocacy/Defense Speech Outline&lt;br&gt;Advocacy/Defense Speech Reference Page&lt;br&gt;Discussion Speech Submission 1&lt;br&gt;Topic Approval for Problem-Solving Speech</td>
<td>40&lt;br&gt;155&lt;br&gt;25&lt;br&gt;20&lt;br&gt;0&lt;br&gt;0</td>
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<td>4</td>
<td>Larson: ch. 9&lt;br&gt;1 presentation&lt;br&gt;Blog 4 questions</td>
<td>Blog 4&lt;br&gt;Discussion Speech Submission 1 (Replies)&lt;br&gt;5 Peer-Evaluations&lt;br&gt;Topic Approval for Analysis Paper&lt;br&gt;Midterm Exam</td>
<td>10&lt;br&gt;0&lt;br&gt;25&lt;br&gt;0&lt;br&gt;100</td>
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<td>5</td>
<td>Larson: chs. 2, 10&lt;br&gt;2 presentations&lt;br&gt;Blog 5 questions</td>
<td>Blog 5&lt;br&gt;Problem-Solving Speech&lt;br&gt;Problem-Solving Speech Outline&lt;br&gt;Problem-Solving Speech Reference Page&lt;br&gt;Discussion Speech Submission 2</td>
<td>35&lt;br&gt;160&lt;br&gt;20&lt;br&gt;20&lt;br&gt;0</td>
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<td>6</td>
<td>Larson: ch. 11&lt;br&gt;2 presentations&lt;br&gt;Blog 6 questions</td>
<td>Blog 6&lt;br&gt;Discussion Speech Submission 2 (Replies)&lt;br&gt;5 Peer-Evaluations</td>
<td>10&lt;br&gt;0&lt;br&gt;25</td>
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<tr>
<td>7</td>
<td>Larson: ch. 13&lt;br&gt;1 presentation&lt;br&gt;Blog 7 questions</td>
<td>Blog 7&lt;br&gt;Analysis Paper</td>
<td>15&lt;br&gt;150</td>
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<tr>
<td>8</td>
<td>Larson: ch. 14&lt;br&gt;Blog 8 questions</td>
<td>Blog 8&lt;br&gt;Final Exam</td>
<td>10&lt;br&gt;100</td>
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**Total:** 1010

**NOTE:** Each module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.