



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Persuasion
Course Number: COM229

Required Materials

Textbook(s): Gass, R.H., & Seiter J.S. (2014). Persuasion, social influence and compliance-gaining (5th ed. M Boston, MA: Allyn & Bacon. **(REQUIRED) (Previous edition and recent edition accepted)**

Required Readings: None

Additional Materials: Access to Brightspace

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16 Week Calendar

Week	Chapter/Topic/Lab
1	Section 1 Chapter 1 & 2 Why Study Persuasion What Constitutes Persuasion Quiz 1 Journal #1
2	Section 1 Chapter 1 & 2 Why Study Persuasion What Constitutes Persuasion Quiz 1 Journal #1
3	Section 2 Chapter 3 Attitudes and Consistency Quiz 2 Theories in Action #1
4	Section 3 Credibility

Week	Chapter/Topic/Lab
	Chapter 4 Quiz 3 Theories in Action #2
5	Section 4 Communicator Characteristics & Persuadably Chapter 5 Quiz 4 Journal #2
6	Section 5 Language and Persuasion Chapter 7 Quiz 5 Theories in Action #3 Elements of Persuasion(Paper #) Article Approval
7	Section 6 Nonverbal Influence Chapter 8 Quiz 6 Journal #3
8	Section 7 Structure and Ordering Messages Chapter 9 Quiz 7 Elements of Persuasion (Paper #1)
9	Section 8 Sequential Persuasion Chapter 10 Quiz 8 Theories in Action #4
10	Section 9 Compliance Gaining Chapter 11 Quiz 9 Journal #4
11	Section 10 Quiz 10 Theories in Action #5 “....And now a Word from Our Sponsors” (Paper #2) Approval
12	Section 10 Quiz 10 Theories in Action #5 “....And now a Word from Our Sponsors” (Paper #2) Approval
13	Section 11 Motivational Appeals Chapter 13

Week	Chapter/Topic/Lab
	Quiz 11 Journal #5
14	Section 11 Motivational Appeals Chapter 13 Quiz 11 Journal #5
15	Section 12 Esoteric Forms of Persuasion Chapter 16 Quiz 12 Journal #6 “...And now a Word from Our Sponsors” (Paper #2)
16	Section 12 Esoteric Forms of Persuasion Chapter 16 Quiz 12 Journal #6 “...And now a Word from Our Sponsors” (Paper #2)