

CMST 340: Strategies of Persuasion
Fall 2019, Section # 001
TR, 10:50 a.m. – 12:05 p.m., Room: Griffin Hall 140

Course Description

Persuasion theory practice, and ethics in preparing and presenting persuasive messages and campaigns. Prerequisites: CMST 101 or CMST 110.

<u>Instructor:</u>	Jeff Fox, M.A.
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<u>Personal Contact Info.:</u>	Email/Phone: foxj@nku.edu /859-572-5975
<u>Department Office:</u>	Griffin Hall 400, Highland Heights Campus
<u>Department Contact Info:</u>	Main Office: 859-572-5435
<u>Office Hours:</u>	T & R from 9:00 a.m. – 10:30 a.m. and W from 1 – 3 p.m. (subject to change).
<u>Correspondence:</u>	Course announcements will be posted on Canvas or sent to NKU email addresses. Students are encouraged to check Canvas and NKU email daily.

Modification of this syllabus may occur due to unanticipated circumstances, in which case students will receive maximum prior notification.

Required Resources

- Gass, R. H., & Seiter, J. S. (2018). *Persuasion, social influence, and compliance gaining* (6th ed.). New York: Routledge.
- Internet and Canvas access

Student Learning Objectives

This course offers an overview of persuasive concepts, variables, contexts, and applications. More specifically, we will examine why you should study persuasion, what constitutes persuasion, attitudes and consistency, credibility, communicator characteristics and persuadability, conformity and influence in groups, language and persuasion, nonverbal influence, structuring and ordering persuasive messages, sequential persuasion, compliance gaining, deception, motivational appeals, visual persuasion, and the ethics of persuasion. Students who successfully complete CMST 340 should be able to:

- Identify key persuasive concepts, variables, contexts, and applications as demonstrated through readings, in-class activities/discussions, four writing assignments, an oral presentation, and two exams.

- Define, understand, and apply persuasion theories to your everyday lives as demonstrated through readings, in-class activities/discussions, four writing assignments, an oral presentation, and two exams.
- Recognize goals and strategies in others' attempts to persuade as demonstrated through readings, in-class activities/discussions, four writing assignments, an oral presentation, and two exams.
- Describe the effects that language, culture, and visual effects have on persuasion as demonstrated through readings, in-class activities/discussions, four writing assignments, an oral presentation, and two exams.
- Improve writing and critical thinking skills as demonstrated through four writing assignments, an oral presentation, and two exams.

Graded Assignments/Requirements

This class will be based on 825 points.

The point distribution will be broken down as follows:

- Exam 1 (Mid-Term): 150 pts.
- Exam 2 (Final): 150 pts.
- Journal Assignment 1: 25 pts.
- Journal Assignment 2: 25 pts.
- Persuasive Theory Paper: 100 pts.
- Mayerson Student Philanthropy Project: 375 pts.
 - Fundraising Letters: 25 pts.
 - Non-Profit Site Visits: 50 pts.
 - Individual Analysis Paper: 100 pts.
 - Group Oral Presentation: 100 pts.
 - Group Critique: 100 pts.

Grading Scale

A	825-767.25
A-	767.24-742.5
B+	742.4-717.75
B	717.74-684.75
B-	684.74-660
C+	659-635.25
C	635.24-602.25
C-	602.24-577.5
D+	577.4-552.75
D	552.74-495
F	Below 495

If you would like to contest a grade for any reason, I follow a 24/7 policy. You must wait at least 24 hours from the time you receive the grade, and you have 7 days to submit a written statement of contest to me.

Mid-Term Grades

Midterm grades will be provided to all students in 100 - 400 level courses, except in cases where the Department Chair and Dean have waived midterm grade reporting for pedagogical reasons. Midterm grades are only an estimate of performance as of the middle of the semester and are not an absolute predictor of final performance. Mid-term grades will be posted in myNKU by the deadline established in the Academic Calendar: (<https://inside.nku.edu/registrar/calendars.html>)

Attendance/Participation

Class attendance/participation is essential to the educational goals of this course. If absent from class, you will be marked absent **regardless of the reason** for your absence. No attempt will be made to distinguish between “excused” and “unexcused” absences; this is departmental policy. Please reserve absences for emergencies (e.g. car breakdowns, minor illnesses, sick children, etc.). If you are involved in college sports or have special circumstances, please see me. In case of extreme circumstances, please contact me. I appreciate being notified in advance when you know you will be absent. Note that contacting me in advance does not constitute a waiver from the attendance policy. Exceptions are considered at my sole discretion in line with departmental policies.

You will not have a separate grade for attendance; however, you will lose points if you are absent too often. You are allowed 5 missed class days regardless of the reason. Beyond 5, you will lose 20 points from your final grade for each additional day you miss. (Example: If you miss 7 class periods, your first 5 are waived, but I will deduct 40 points from your final grade for the other 2). It is important to be in class, especially with our work on the Mayerson Student Philanthropy Project this semester.

All discussions we engage in will be respectful of difference in our classroom.

NKU Non-Attendance Policy:

NKU students are expected to attend the first day of each course for which they are enrolled.

For classes meeting more than once per week: If a student does not attend the first class meeting and has not contacted the instructor in advance to declare this absence, the instructor may drop the student for non-attendance. If the student also misses the second class meeting and still has not contacted the instructor about the absences beforehand, the instructor is compelled to drop this student for non-attendance.

Graded Assignments

Exams: There will be two exams worth 150 points each. The exams are non-comprehensive and may cover lecture, information from the textbook, and material discussed in class throughout the semester. The exams will consist of multiple choice questions, as well as a variety of short answer and essay questions. A portion of the exam will be timed and conducted online through Canvas. Another portion will be in take-home format and submitted through Canvas.

Journal Assignments: You will be assigned two journal assignments. One will be at the beginning of the semester and one will be at the end of the semester. Each assignment will need to be a minimum of roughly one page (or more) and should be turned in on the due date indicated in the schedule below. The purpose of these two journal assignments is to allow you to reflect on persuasion as it pertains to your own life. A detailed assignment sheet outlining the requirement for these journal assignments will be provided in class before the due date. Both journal assignments will be prepared and submitted online through Canvas. Each journal assignment is worth 25 points.

Persuasive Theory Paper: You will be assigned a 3-4 page paper dealing with a persuasive theory (of your choice) that we cover in class. This paper should adhere to APA standards. If you are unsure what these standards are, please reference a style manual. You are responsible for following appropriate APA guidelines. A detailed assignment sheet outlining the requirements for this paper will be provided in class well before the due date. This paper is worth 100 points. Please see the schedule at the end of this syllabus for the due date.

Mayerson Student Philanthropy Project: This class will be participating in the Mayerson Student Philanthropy Project. The Mayerson Student Philanthropy Project was created in 1999 through a partnership between NKU and the Manuel D. and Rhoda Mayerson Foundation. This "learning by giving" approach provides funds to a number of classes each semester and allows students to experience philanthropy firsthand by being grant makers in the classroom. Students in each class research community problems and nonprofit organizations, evaluate and discuss them, and ultimately select nonprofits in which to invest the funds. The goals include engaging students more fully in the curriculum, teaching them about community problems and nonprofits, and encouraging them to be involved with nonprofit organizations in the future, as philanthropists, volunteers, and staff. To date, more than 2,500 students in Mayerson classes have invested more than \$1 million in nonprofits in Northern Kentucky and Greater Cincinnati. The Mayerson project is managed by NKU's Scripps Howard Center for Civic Engagement. For more information, please visit <http://civicengagement.nku.edu/programs/classroom-engagement/philanthropy.html>.

Our class will conduct a letter-writing fundraiser (matched by the Scripps Howard Center for Civic Engagement at NKU, as well as other donors), visit non-profit agencies and ask them to apply for the money we raise, select non-profits agencies to speak to our class and persuade us why they are most deserving, and then as a class choose which agency or agencies is best suited for the class donation (through student oral presentations). Throughout this time you will apply course concepts to your experiences.

The Mayerson project will be made up of many components including fundraising letters (25 points), nonprofit site visits (50 points), an individual analysis paper (100 points), a group oral presentation (100 points), and a group critique (100 points). An assignment sheet detailing this project and all of its components will be provided in class. The Mayerson Student Philanthropy Project is worth a total of 375 points.

Course Policies

Chapter Readings and PowerPoint's: Chapter readings should be completed before class on the day they are covered. Chapter Powerpoint's will be posted on Canvas (for your convenience) prior to the class period in which the chapter is covered. You are encouraged to print off the PowerPoint's before class to save time with note-taking. To make the most of the class, be sure to keep up with the assigned readings. Just reviewing chapter PowerPoint's is generally not sufficient when studying for an exam.

Late Work: Late work is generally unacceptable.

For papers/assignments turned in late, there is a **25 percent penalty** from your assignment grade. If you have extreme circumstances, please see me advance. Advance planning should eliminate the need to turn in late work.

Due to the nature of the assignment, the group oral presentation (a part of the Mayerson Student Philanthropy Project) cannot be made up. It is **IMPERATIVE** that you are in class on this day to present with your group. Exams must be submitted when due; there is no make-up option.

If you miss a class for any reason, you are still responsible for the material covered in class.

Technology/Email: I expect hard copies, not e-mail copies, of all out-of-class assignments (unless otherwise noted; some assignments will be submitted on Canvas).

Please turn off (or put on silent) cell phones and other electronic devices during class sessions. Let me know if you have a work or childcare issue that requires you to leave a phone on. If you need to answer a call or send a text message, please step outside of the classroom. As a courtesy, please do not answer your phone or send text messages during class. Laptop computer or smart devices are permitted as long as they are being used to aid you in the success of this class.

When sending me an e-mail message, please use a subject heading and identify yourself clearly with the course name and section number. *Please allow up to 36 hours for a response when you email me.*

Credit Hour Policy Statement: In accordance with federal policy, NKU defines a credit hour as the amount of work represented in the achievement of student learning outcomes (verified by evidence of student achievement) that reasonably approximates one hour (50 minutes) of classroom instruction and a minimum of two hours of out-of-class student work. For every course credit hour, a typical student should expect to spend at least three hours per week of concentrated attention on course-related work including, but not limited to, class meeting time, reading, reviewing, organizing notes, studying and completing assignments. At least an equivalent amount of time is expected for other academic activities such as online courses, laboratory work, internships, practica, studio work and other academic work leading to the award of credit hours.

Estimates of the time required for a typical student to complete course expectations are as follows:

In-Class: 2 days x 75 minutes x 15 weeks	= 37.5 Hours (2250 minutes)
Reading/studying chapters: 16 chapters x 2 hours each	= 32.0 Hours
Mayerson Student Philanthropy Project: 12 weeks x 4 hours each week	= 48.0 Hours
Journal assignments: 2 journal assignments x 1 hour each	= 2.0 Hours
Persuasive Theory Paper: 1 paper x 5 hours	= 5.0 Hours
Studying for and taking online exams: 2 exams x 7.5 hours each	= 15.0 Hours
Total	= 139.5 Hours

Honor Code: This Student Honor Code [the "Honor Code"] is a commitment by students of Northern Kentucky University, through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the students of Northern Kentucky University will not lie, cheat, or plagiarize to gain an academic advantage over fellow students or avoid academic requirements.

Students, faculty, staff, and administrators at NKU strive to achieve the highest standards of scholarship and integrity. Any violation of the Student or Graduate Student Honor Codes is a potentially serious offense because it threatens the quality of scholarship and undermines the integrity of the community. All NKU faculty members are asked to report incidents of academic misconduct to the office of Student Conduct Rights and Advocacy. While academic in scope, a violation of the NKU Honor Code may be considered a violation of the NKU Code of Student Rights and Responsibilities and will follow the adjudication processes described therein.

Through the NKU Honor Code, students who are responsible for academic dishonesty may receive sanctions, including, but not limited to, a final grade of "F," or removal from the course in which the violation occurs. Repeated violations of the NKU Honor Code, or when suspension or expulsion from NKU may be a possible outcome of the violation, the incident will be referred to the office of Student Conduct, Rights and Advocacy.

Additional information is available at: <https://inside.nku.edu/scra.html#policies>

Students with Disabilities: The University is committed to making reasonable efforts to assist individuals with disabilities in their efforts to avail themselves of services and programs offered by the University. To this end, Northern Kentucky University will provide reasonable accommodations for persons with documented qualifying disabilities. If you have a disability and feel you need accommodations in this course, you must present a letter to me from the Disability Programs and Services Office (SU 303), indicating the existence of a disability and the suggested accommodations. More information can be found at <http://disability.nku.edu>.

Instructor & Course Evaluations: Northern Kentucky University takes Instructor and Course Evaluations very seriously as an important means of gathering information for the enhancement of learning opportunities for its students. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments.

Student evaluations of courses and instructors are regarded as strictly confidential. They are not available to the instructor until after final grades are submitted, and extensive precautions are taken to prevent your comments from being identified as coming from you. Students who complete an evaluation for a particular course (or opt out of doing so in the evaluation) will be rewarded for their participation by having access to their course grade as soon as that grade is submitted by the instructor. On the other hand, any student who does not complete the course evaluation (or opt out of doing so in the evaluation) should expect to incur a two week delay in access to his or her course grade beyond the university's official date for grade availability.

To complete online evaluations go to <http://eval.nku.edu>. Click on "student login" and use the same USERNAME and PASSWORD as used on campus.

In addition, you should be aware of:

- Evaluations can affect changes in courses. Evaluations without comments are less valuable and less credible than those filled out thoughtfully. Comments that are expressed well are more effective than those that are not.
- Positive feedback is just as important as criticism. Moreover, negative evaluations without any explanation and specifics are not especially useful.
- Once grades are submitted, all evaluations are read not only by the instructor but also by the instructor's department chairperson.
- Evaluations not only provide feedback to your instructor but also provide information to the department chair for use in performance evaluations. This information affects reappointments, promotions, salaries, and teaching assignments.

Weather: If NKU is open, class will be held. Please check the NKU web site for closing information. I will try to send an e-mail if class is cancelled. Assume that whatever was due on the date of a cancelled class will be due at the session when class reconvenes. Please plan accordingly and make every effort to be in class on occasions when weather may be anticipated. **Please check your NKU email and Canvas on these days in case there are online assignments or instructions posted in place of scheduled class. Please check your email on days where there is a school delay as there may or may not be class depending on the circumstances. .**

Helpful Resources:

NKU Help Desk Information: Telephone: 859-572-6911

Technology Student Help: <https://inside.nku.edu/it/service-catalog/supporttraining/hd.html>

Learning Plus Program: <https://inside.nku.edu/plus.html>

CMST 340 Tentative Schedule Section # 001

	<i>Course Material Covered</i>	<i>Topic</i>	<i>Assignments Due</i>
Tues. 8/20	Course Overview and Introduction to Textbook, Canvas, & Syllabus Class Introductions Assign Journal Assignment 1	Course Overview Class Introductions	None
Thurs. 8/22	Lecture/Discussion/Activities	Why Study Persuasion?	Read Ch. 1
Tues. 8/27	Assign Mayerson Philanthropy Project	Mayerson Project	Journal Assignment 1 Due by 10:50 a.m.
Thurs. 8/29	Lecture/Discussion/Activities Mayerson Pre-Survey	What Constitutes Persuasion?	Read Ch. 2
Tues. 9/3	Lecture/Discussion/Activities Prepare 10 Fundraising Letters for Mailing Assign Persuasive Theory Paper	What Constitutes Persuasion? Attitudes and Consistency	Read Ch. 2 & 3 10 Fundraising Letters Due by 10:50 a.m.
Thurs. 9/5	Lecture/Discussion/Activities GCF Guest Speaker	Attitudes and Consistency	Read Ch. 3
Tues. 9/10	Lecture/Discussion/Activities	Credibility	Read Ch. 4
Thurs. 9/12	Lecture/Discussion/Activities	Communicator Characteristics	Read Ch. 5
Tues. 9/17	Lecture/Discussion/Activities	Conformity and Influence in Groups	Read Ch. 6
Thurs. 9/19	Work Day - Use this time to work on your non-profit site visits and to work on your persuasive theory paper.	Work Day	Use this time to work on your non-profit site visits and to work on your persuasive theory paper.
Tues. 9/24	Lecture/Discussion/Activities Discuss non-profit site visits	Language and Persuasion	Read Ch. 7 Non-Profit Site Visits Due by 10:50 a.m. RFPs must be received for consideration by: Fri. 9/27, at 11:59 p.m.
Thurs. 9/26	Lecture/Discussion/Activities	Nonverbal Influence	Read Ch. 8

Tues. 10/1	Lecture/Discussion/Activities Discuss Exam 1 Pick 8 Non-Profit Agencies and Send Initial Emails	Structuring and Ordering Messages	Read Ch. 9 Persuasive Theory Paper Due by 10:50 a.m.
Thurs. 10/3	Lecture/Discussion/Activities	Sequential Persuasion	Read Ch. 11
Tues. 10/8	Assign and Discuss Mayerson Individual Analysis Paper & Mayerson Group Oral Presentations Review Non-Profit Agency Logistics Lecture/Discussion/Activities	Mayerson Motivation Appeals	Read Ch. 13
Thurs. 10/10	Exam 1 (Ch. 1-8) is Avail. Online on Thurs. 10/10, at 12 Midnight		Use this time to work on your mid-term exam.
Tues. 10/15	No Class – Fall Break		
Thurs. 10/17	Non-Profit Agency Presentations	Mayerson	Exam 1 (Ch. 1-8) is due by 10:50 a.m. on Thurs. 10/17. Be in class for presentations.
Tues. 10/22	Non-Profit Agency Presentations	Mayerson	Be in class for presentations.
Thurs. 10/24	Non-Profit Agency Presentations	Mayerson	Be in class for presentations.
Tues. 10/29	Non-Profit Agency Presentations	Mayerson	Be in class for presentations.
Thurs. 10/31	Prepare for Mayerson Group Oral Presentations	Mayerson	You will have this class to work on and finalize your Mayerson Group Oral Presentations.
Tues. 11/5	Prepare for Mayerson Group Oral Presentations	Mayerson	You will have this class to work on and finalize your Mayerson Group Oral Presentations.
Thurs. 11/7	Mayerson Group Oral Presentations Group 1 & 4	Mayerson	Group Oral Presentations
Tues. 11/12	Mayerson Group Oral Presentations Group 2 & 3 Choose Winning Non-Profit Agencies	Mayerson	Group Oral Presentations Fundraising Deadline
Thurs. 11/14	Work Day - Use this time to work on your individual analysis paper and your group critique.	Work Day	Use this time to work on your individual analysis paper and your group critique.
Tues. 11/19	Lecture/Discussion/Activities	Compliance Gaining	Read Ch. 10

Thurs. 11/21	Lecture/Discussion/Activities Assign Journal Assignment 2 Discuss Exam 2	Deception	Read Ch. 12 Group Critique Form Due by 10:50 a.m. Individual Analysis Paper Due by 10:50 a.m.
Tues. 11/26	GCF Guest Speaker	Mayerson	Be in class for GCF guest speaker.
Thurs. 11/28	No Class – Thanksgiving Break		
Tues. 12/3	Lecture/Discussion/Activities Mayerson Post-Survey	Visual Persuasion	Read Ch. 14 Journal Assignment 2 Due by 10:50 a.m.
Tues. 12/3	Mayerson Student Philanthropy Project Awards Ceremony – 3:30 – 6 p.m. in the SU Ballroom	Mayerson Ceremony	Please try to attend the ceremony if your schedule allows.
Thurs. 12/5	Lecture/Discussion/Activities (Note, Ch. 15 will not be on exam 2 and only select items from Ch. 16 [we will discuss in class] will be on exam 2.)	Esoteric Form of Persuasion Ethics of Persuasion	Read Ch. 15 & 16
	Exam 2 (Ch. 9 – 14, & 16) is Avail. Online on Thurs. 12/5, at 12 Noon and is due by 11:59 p.m. on Wed. 12/11.		

I reserve the right to alter the class schedule or anything within this syllabus as needed throughout the semester!

Students are responsible for being familiar with assigned chapters even if we do not cover them in class!