COURSE OBJECTIVES: A study of persuasive communication and how persuasive messages influence attitudes and behaviors. The course will examine how to effectively evaluate and develop advertisements, campaigns and other persuasive communication. To complete this course successfully you will:

1. Identify the theoretical foundations of persuasive communication.
2. Evaluate effectiveness of persuasive messages and target audience(s).
3. Explain how persuasive messages influence attitudes and behaviors.
4. Develop effective persuasive messages relevant to a target audience.

COURSE REQUIREMENTS:


D2L/Email Access: Course related material will be sent and received through D2L. It is your responsibility to maintain and check this account. Please use Stallion email when emailing me – DO NOT email me via D2L.

Turnitin Access: Turnitin.com, plagiarism detection software, will be used as part of this class. You are responsible for creating an account and submitting your assignments to turnitin.com on time and in the proper format (ONLY MS Word, PDF, & RTF). Assignments, unless otherwise indicated, must be submitted to Turnitin.com. Email or hard-copy submissions will not be accepted.

COURSE POLICIES:

TOBACCO: No tobacco, in any form, is to be used during class.

CLASSROOM BEHAVIOR: If you behave in a way that is disruptive or disrespectful to the learning environment, you will be excused from class. Turn off or silence all phones and other devices that might cause a distraction to other students.

COMPLETION OF WORK:

In fairness to all class members, absences on a test day will result in an automatic 25% deduction (except an ABAC sponsored activity). Students on an ABAC sponsored activity must arrange a time/day to complete their test ahead of time. Students NOT on an ABAC sponsored activity who miss a test must make-up on the next class day or no credit will be given. Students are only allowed one make-up for the semester - except make-ups due to an ABAC sponsored activity. Any other assignments missed will earn a zero.
Computer, printer or transportation problems do not constitute an excuse for late or incomplete work. You are encouraged to keep a copy of all work handed in and to back up your computer files regularly.

**ATTENDANCE:**
*Class attendance is encouraged.* In order to be successful, you need to be in class. There will be in-class and take-home assignments. If you are absent you will not be able to complete these assignments and credit cannot be given for late assignments.

**DISABILITY ACCESS:** Students with disabilities who need accommodations in this course must contact me at the beginning of the semester to discuss needed accommodations. No accommodations will be provided until the student has met with me and registered with Student Support Services.

**Midterm Advisory Grades**
Midterm Advisory Grades will be reported on Banner Web to any student who has a "C," "D," or "F" in any class. The number of class absences will be posted for all students. Advisory grades are not entered on the student's permanent record. Students should note that these grades are advisory and will not necessarily reflect the final grade earned in a course. These grades are intended to provide students with information in order to improve their performance in the second half of the semester. Students are responsible for checking Banner Web when grades and absences have been reported. Students who receive grades should meet with their instructors to develop plans for success in the second half of the semester. Students should also take advantage of study groups and plan for ongoing conferences with instructors in order to monitor their progress. ABAC provides free tutorial assistance for most courses through the Academic Assistance Center (AAC); in addition to other academic support activities, students should work with their instructors to establish tutoring in the AAC.

**College Policy on Academic Dishonesty:**

A. Academic Dishonesty
Academic irregularities include, but are not limited to, giving or receiving of unauthorized assistance in the preparation of any academic assignment; taking or attempting to take, stealing, or otherwise obtaining in an unauthorized manner any material pertaining to the education process; selling, giving, lending, or otherwise furnishing to any person any question and/or answers to any examination known to be scheduled at any subsequent date; fabricating, forging, or falsifying lab or clinical results; plagiarism in any form related to themes, essays, term papers, tests, and other assignments; breaching any confidentiality regarding patient information.

B. Disciplinary Procedures
1. When a faculty member suspects that a student has engaged in academic dishonesty, the faculty member will contact the Office of the Vice President for Academic Affairs. The Vice President for Academic Affairs will notify the student in writing of the report and will appoint a neutral person from among the faculty or staff to meet with the faculty member who reported the matter and the student(s) believed to have engaged in academic dishonesty. The purpose of the meeting, to be scheduled by the Office of the Vice President for Academic Affairs, will be to provide a facilitated discussion about what may have occurred. The faculty member who reported the matter, the student(s) believed to have engaged in academic dishonesty, and the facilitator are the only participants in the meeting. Audio nor video recordings of these proceedings will be permitted. Following the discussion, the facilitator will submit a form summarizing results of the proceedings to the Office of the Vice President for Academic Affairs.

2. The faculty member and student(s) may reach an agreement about the matter and, if dishonesty is involved, may determine the appropriate consequences. If no resolution is agreed upon, the matter will be forwarded to the Dean of Student Life and Housing, who will convene the Student Judiciary Committee to determine the outcome of the allegation.

3. Guidelines for disciplinary procedures as outlined in Section V of the Student Code of Conduct will be applicable in cases involving alleged academic dishonesty. A written copy of the recommendations by the Student Judiciary Committee shall be sent not only to the student but also to the faculty member who made the allegations of academic dishonesty against the student, to the Vice President for Academic Affairs, and to the President.

4. Prior to any finding of responsibility on the part of the student, the faculty member shall permit the student to complete all required academic work and shall evaluate and grade all work
except the assignment(s) involved in the accusation of dishonesty. The faculty member may, however, take any action reasonably necessary to collect and preserve evidence of the alleged violation and to maintain or restore the integrity of exam or laboratory conditions.

5. A student may not withdraw from a course to avoid penalty of plagiarism or other forms of academic dishonesty.

C. Appeals Process

Students have the right to appeal a Student Judiciary Committee hearing recommendation in accordance with the following procedures:

1. Requests for appeals must be submitted in writing to the Office of the Vice President for Student Affairs within five business days of the date of the letter notifying the student of the original decision. Failure to appeal within the allotted time will render the original decision final and conclusive.

2. Written requests for appeals must be specific and detailed as to the nature and substance of the student’s complaint and must clearly indicate what action is requested. The written request should specify the grounds for appeal. Judicial recommendations may be appealed on the following grounds:
   - A violation of due process
   - Prejudicial treatment by the original hearing body
   - New evidence has become available which was not available at the time of the hearing.

3. Appeals shall be decided upon the record of the original proceedings, the written appeal submitted by the defendant, and any written briefs submitted by other participants. Cases will not be reheard on appeal.

4. If the student is dissatisfied with the decision of the Vice President for Student Affairs, the student may request in writing that the President consider the appeal, but such request must be made within five business days of the Vice President’s decision or the Vice President’s decision will be considered final and conclusive.

5. Within five business days of receiving the appeal, the President will either rule on the appeal or refer the appeal to a special Presidential Panel. The Presidential Panel will review all facts and circumstances connected with the case and within five business days make a report of its findings to the President. After consideration of the Panel’s report, the President will within five business days make a decision which shall be final so far as the College is concerned.

6. Should the student be dissatisfied with the President’s decision, written application may be made to the Board of Regents for a review of the decision. This application must be submitted within twenty days following the decision of the President. Additional information regarding procedures for appealing to the Board is available in the Office of the Vice President for Student Affairs. The decision of the Board shall be final and binding for all purposes.

INSTITUTIONAL ABSENCE

A student who serves as an official representative of the college is defined as one who:

1. is authorized to use the college name in public relationships outside the institution;
2. regularly interacts with non-college individuals and groups over an extended period of time (at least one semester);
3. represents the college as a part of a group and not as an individual;
4. represents the college under the direct supervision of a college faculty or staff member; and
5. is authorized in writing, in advance, by the President of the college.

Such a student is in no way released from the obligations and responsibilities of all students, but will not be penalized with unexcused absences when absences result from regularly scheduled activities in which he/she represents the college.

Further, it is the responsibility of each student to contact instructors prior to the absence and to make arrangements to make up any work that will be missed, in a manner acceptable to the instructor. Advisors of activities will schedule off-campus activities in a manner that does not unduly disrupt the learning process for a student.
ASSIGNMENTS:

Research Paper:

Read Bugliosi's "And The Sea Will Tell". Then write a 1200-1500 word analysis of Bugliosi's persuasion techniques. The paper should be typed and double spaced. Discuss Bugliosi's efforts to persuade the jury by comparing his courtroom strategies to theories and concepts covered in COMM 4500. You may also refer to strategies used by the defense attorneys, but the emphasis should be on Bugliosi. Most of your examples will come from Part 2 of the Bugliosi book, which begins around page 175 (depending on which run you purchase). Most of the material which relates to Bugliosi's strategies will be covered in the readings and lectures for tests 2 and 3.

This book can be purchased for approximately $4 (including shipping) on half.com. You do not need this book immediately.

Exams (4 exams): There will be 4 exams that will test your knowledge of both the information presented in class and the book. Exams or quizzes will not be available after the first person has completed it and/or left the room. No or electronic devices on test days.

CLASS PARTICIPATION:

Not participating, not attending class, disrupting class or presentations will negatively impact your daily participation grade. Do any assigned reading BEFORE class. Anything I say or show you is fair game for testing. Some of the information presented in class will not be mentioned in the text. Not everything on the test will be discussed in class, but may be found in your assigned reading.

GRADING POLICY: Your final grade in this course will be determined by adding up the following scores:

- Research Paper: 200
- Exam 1: 200
- Exam 2: 200
- Exam 3: 200
- Exam 4: 100

GRADE SCALE: 895-1000=A  795-894=B  695-794=C  595-694=D  Below 595=F
STUDENT CONTRACT:

I have read and understand the terms of the course syllabus for Mr. Perry's COMM 4500 class. I have had the opportunity to ask any questions and I agree to adhere to and abide by the requirements of this class as stated therein.

Please complete and submit next class.

NAME (print) ________________________________________

STUDENT ID NUMBER _______________________________

SIGNATURE ________________________________________

DATE _______________________________