Course	COMM 4314—"Persuasion and Interpersonal Influence"
Meeting Days and Time	Thursdays, 7:00–9:45PM, on Teams
Student Visiting Hours	Wednesdays, 10AM–12PM on Teams, and by appointment
Instructor	Dr. Carie King ([Faculty Profile](#))
Contact Information	carie.king@utdallas.edu, 972.883.2790 office
Office Number	Jonsson Academic Center (JO) 3.548

COMET CREED
The creed was created in 2014 by the UTD student body and is a standard by which Comets choose to live and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

COURSE DESCRIPTION
This course emphasizes the critical evaluation of persuasive messages and the design of persuasive appeals. By merging rhetorical theory and application, students will focus on persuasive strategies as a means for influencing attitudes, beliefs, and actions in a variety of contexts, including business, politics, and interpersonal interactions.

Students will study theories and research related to persuasive communication and research their own research questions. The course is a senior-level, reading- and writing-intensive course that requires mature and motivation.

Prerequisites: RHET 1302 and COMM 1311 (or equivalent) or instructor consent

REQUIRED TEXTBOOKS AND MATERIALS
Cialdini, R. B. (2021). *Influence: The psychology of persuasion.* Boston, MA: Pearson. (ISBN-10: 0062937650; ISBN-13: 978-0062937650)

*Acquire the **correct** book (2021 publication) and do so legally.* Illegal textbooks will be reported to UTD as a violation of US Copyright Law and of the UTD Student Code of Conduct. You may share legally acquired textbooks. The textbook can be ordered online or at the UTD Bookstore.
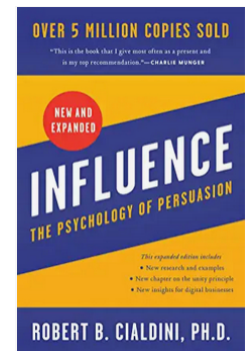
Texts to Access (Library)
American Psychological Association [APA]. (2018). *Publication Manual of the American Psychological Association* (9th ed.). Washington, DC: APA.

Additional texts, available online and/or through the McDermott Library, will be listed throughout the semester. Check Blackboard/eLearning for links to resources beyond Cialdini's book.

MODALITY, EXPECTATIONS, and OBJECTIVES
You may not publish, reproduce, or share any course materials without instructor or UTD administration approval, per the UTD Student Code of Conduct.

Modality	Online: You must attend and participate in online class sessions each Thursday.
Course Platform	All tools are UTD approved. Tools include MS Teams, eLearning, MS Stream, TurnItIn, Cayuse, and UTD email. **Follow UTD policies and maintain security of all UTD passwords.**
Expectations	Follow all course standards in this syllabus as well as UTD policies and guidelines.

COURSE OBJECTIVES AND STUDENT LEARNING OUTCOMES
The course is designed to lead students to
- Practice critical thinking and writing skills
- Consider messages from primary sources to assess claims in persuasive messages
- Evaluate how persuasion relates to various media
- Identify and describe rhetorical theories as they relate to persuasion
- Apply social-science methods to research real-life messages and situations
- Use APA writing and citation standards
- Craft persuasive messages applying persuasive techniques
- Determine how persuasive communication will benefit you as a professional (per major).

General Core Area 010 Communication
Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

Core Objectives	*Application*
Critical Thinking (CT)	Include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information
Communication (COM)	Include effective development, interpretation, and expression of ideas through written, oral, and visual communication
Teamwork (TW)	Include the ability to consider different points of view and work effectively with others to support a shared purpose or goal
Personal Responsibility (PR)	Include the ability to connect choices, actions, and consequences to ethical decision-making

Take ownership of your education:
- Check email daily (M–F) and read weekly announcements.
- Complete all readings, drafts, and assignments by deadlines and with excellence, and submit work per instructions.

- Attend all class meetings and participate.
- Engage regularly and respectfully with your team members.
- Communicate with me if you have questions. Student emails are answered within 2 business (M–F) days. Student Visiting Hours (~15-minute meetings) are for *your* benefit.

TECHNICAL REQUIREMENTS, SUPPORT, AND RESOURCES

In addition to a confident level of technical literacy, you need technical access for a successful learning experience. Visit the Academic Support Resources webpage to learn about UTD's academic support resources for all students.

Use your UTD email address for all official communication.

Accommodations from AccessAbility Resource Center

UTD is committed to providing reasonable accommodations for persons with disabilities. If you seek accommodations under the Americans with Disabilities Act (2008), you must register with the UTD AccessAbility Resource Center, located in AD 2.224. Contact ARC via 972-883-2098 or accessability@utdallas.edu.

> **UTD RESOURCES FOR HELP**
> - Getting Started with eLearning
> - Student eLearning Tutorials
> - eLearning Support Center—For 24/7 eLearning technical support, call 1-866-588-3192, email request service, or use the online chat
> - eLearning Help Desk (for unexpected server difficulties)
> - eLearning Current Students

Title IX and Student Safety and Confidentiality

UTD is committed to eliminating Title IX issues and to creating a safe environment. Students who experience harassment, sexual misconduct, domestic violence, or stalking are encouraged to report these incidents to the UTD Police (972.883.2222) or the Title IX Coordinator (972.883.2218). Faculty and TAs are required to report any incidents to the UTD Title IX Coordinator. If you wish to confidentially discuss an incident, contact one of the following:

Resource	Contact Method
UTD Student Counseling Center	972.883.2527; after hours 972.UTD.TALK or 972.883.8255
UTD Gender Center	972.883.8255
Clergy, Off-Campus Resources	(Personal—Rape Crisis Center, Physician, Psychologist)

UNIVERSITY AND COURSE POLICIES

Visit the UTD Syllabus Policies and align with the following course policies.

Copyright, Plagiarism, and Academic Integrity Standards

U.S. Copyright Law governs reproduction of copyrighted materials, including music, photos, and software. Displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights, and such infringement is subject to appropriate disciplinary action as well as criminal penalties. As a UTD student, you are required to follow **The UT System's intellectual property policy**.

UTD has a no-tolerance policy for plagiarism, copyright infringement, and academic dishonesty (including missing citations), and academic work requires citations. *If you do not cite sources in every assignment with in-text and end-of-text citations, include direct quotes without quotation marks, or publish your previous coursework or someone else's work without permission, your work will be referred to UTD's Office of Community Standards and Conduct for investigation.* For information, visit

- **UTD's Standards for Academic Integrity**
- **UTD's Student Policies**
- **UTD's Examples of Academic Dishonesty**
- **UTD Student Code of Conduct.**

All work is to be your original work for this course. You may not submit work completed for another class OR work created by someone else or by artificial intelligence tools.

Assignment Deadlines

To earn credit, submit your work according to instructions and by the deadlines. ("I had technical problems" is not an excuse for late work.) If you experience difficult life circumstances, communicate with me immediately and before the deadline; you may be encouraged to pursue non-academic withdrawal. *For assignments submitted online, allow at least 30 minutes for submission. Technical issues and incorrectly submitted assignments count as late assignments.*

GRADING

Grades are posted on TurnItIn, and the instructor seeks to deliver grades within 1 week. If you are missing a grade, you are responsible to contact the instructor promptly.

1000–970 = A+	969–930 = A	929–900 = A-
899–870 = B+	869–830 = B	829–800 = B-
799–770 = C+	769–730 = C	729–700 = C-
699–670 = D+	669–630 = D	629–600 = D-
599–500 = F		

Grades align with the following:

A—Outstanding work that meets all objectives in strength and integrity (These students manage their time well, read course materials, meet deadlines, cite sources, write well, and follow instructions.)

B—Satisfactory work (These students accomplish course objectives but with minor issues.)

C—Average work that fulfills course requirements but contains issues that indicate limited proficiency (These students struggle or fulfill the work but with issues in more than one element of the course.)

D—Subpar work that contains numerous issues and does not meet course objectives (These students need to repeat the course; they need additional work to accomplish learning outcomes.)

F—Unacceptable or missing work (These students do not complete coursework that meets UTD or professional standards.)

Course grades are calculated per demonstrated excellence (or proficiency) in meeting the course objectives. **Grades are earned.** A student may petition University administrations by pursuing a grievance; grievance procedures are on the UTD Website.

The instructor reserves the right to change this syllabus if necessary to help students accomplish the Course Objectives.

ASSIGNMENTS

COMM 4314 is a 3-hour college course. Therefore, according to the Carnegie Unit, for this lecture/practicum course, **you will spend 6–9 hours a week for this course**. To meet course objectives, students will be assigned the following:

Assignment and General Core Objectives	*Value*
Course Relevancy Statement[1,2,4]	50 pts
Class Discussion Board, In-Class Participation, Low-Impact Assignments[1,2,4]	250 pts
Midterm Examination[1,2,4]	150 pts
Team Project/Portfolio	
*Annotated Bibliography[1,4]	50 pts
*Team Contract[1,2,3,4]	50 pts
*Team IRB Application[1,2,3,4]	50 pts
*Team Research Project[1,2,3,4]	150 pts
*Team Presentation with Slides [1,2,3,4]	100 pts
*Team Evaluation[1,2,3,4]	100 pts
Reflection of Course Value[1,2,4]	50 pts
Total	**1000 pts**

General Core Objectives: [1]Critical Thinking, [2]Communication, [3]Teamwork, and [4]Personal Responsibility (*Team grade)

ABBREVIATED COURSE CALENDAR

The full calendar will be available on Course eLearning Page after August 19, 2024.

The professor reserves the right to make changes to this syllabus and the course calendar to ensure that students meet the objectives of the course.

Date of Class Meeting	Topic
Week 1 Thursday, August 22, 2024	Introduction of Persuasion Terms Course Relevancy
Week 2 Thursday, August 29, 2024	Cialdini's Chapter 1—Levers of Influence Research Methods in Communication Human Subject Research
Week 3 Thursday, September 5, 2024	Cialdini's Chapter 2—Reciprocity Cialdini's Chapter 3—Liking
Week 4 Thursday, September 12, 2024	Cialdini's Chapter 4—Social Proof Cialdini's Chapter 5—Authority Team Contract
Week 5 Thursday, September 19, 2024	Cialdini's Chapter 6—Scarcity Cialdini's Chapter 7—Commitment/Consistency
Week 6 Thursday, September 26, 2024	Cialdini's Chapter 7—Unity Cialdini's Chapter 8

Week 7 Thursday, October 3, 2024	Midterm Examination
Week 8 Thursday, October 10, 2024	Research Questions, Human Subjects, and Team Processes Submit IRB Applications
Week 9 Thursday, October 17, 2024	Exaggerated Persuasion Search the Literature and Write Your Literature Review Submit Annotated Bibliography
Week 10 Thursday, October 24, 2024	Apply Cialdini's Theories to Job Applications In-Class Media Analysis
Week 11 Thursday, October 31, 2024	Gather Data for Research Deliver Your Progress Report
Week 12 Thursday, November 6, 2024	IMRaD—Share Your Research Write Your Method Section
Week 13 Thursday, November 13, 2024	Create Figures for Your Results and Presentation Share Results
Week 14 Thursday, November 20, 2024	Write Your Discussion Section Peer Review/Write Queries
Fall Break, Thanksgiving Thursday, November 27, 2024	No Class or Course Work
Week 15 Thursday, December 5, 2024	Present Your Research Findings Evaluate Your Classmates
Final Examination Week December 7–13, 2024	Submit Final Paper, Team Evaluation, and Reflection of Course Value