



# PHBS

北京大学汇丰商学院



## Persuasion Theory & Strategy in Business Communication Module 2, 2020

### Course Information

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**Instructor: Soojin Roh, Ph.D.**

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Office Hours: TBD; email for appointment

**Teaching Assistant:**

Phone: TBD

Email: TBD

**Classes:**

Lectures: Mon & Thursday 3:30 p.m. –5:20 p.m.

Venue: PHBS Building, Room TBD

**Course Website:**

<http://cms.phbs.pku.edu.cn>

## 1. Course Description

### 1.1 Context

This course addresses important topics and theories related to persuasive theories and strategy for business communication in the digital era. The course begins with consideration of relevant theories, including persuasion, message/media effects, social psychological, and behavioral theories. Then, we will further discuss how these theories inform the practice of persuasive and strategic communication in corporate, non-profit, commercial (marketing, advertising, strategic communication), political, health, and social contexts. Students are expected to finish assigned readings before class to make sure they're ready to ask questions, agree, disagree, share relevant cases and experience, argue, and provide your own points of view. Students need to participate in the class discussion.

### 1.2 Textbooks and Reading Materials

There is no required textbook for this course. Readings and course content are posted to CMS. Course reading materials are based on a mix of industry and academic articles, as well as case studies that are appropriate to the assigned topic of the week.

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)

1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

## **2.2 Course specific objectives**

To learn important theories relevant to persuasive communication

2. To apply theories to the practice of persuasive communication

3. To be able to conduct original research and design creative messages for persuasive communication

## **2.3 Assessment/Grading Details**

<b>Assessment task</b>	<b>Weighting</b>
Class Participation (individual)	20%
Exam (individual)	30%
Discussion Leader (individual)	20%
Final Project - Research Proposal (team)	30%

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement;

or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

**NOTE:** The instructor reserves the right to make changes to this timeline and the course.

Topic & Readings
[Nov 19] Session 1: Introduction & Overview
[Nov 23] Session 2: Intro to Persuasion
[Nov 26] Session 3: Attitudes, Normative Influence, and Behaviors
[Nov 30] Session 4: Elaboration Likelihood Model & Source Credibility
[Dec 3] Session 5: Rational & Emotional Approach I: EPPM I
[Dec 7] Session 6: Rational & Emotional Approach II: Extended EPPM and multiple emotions
[Dec 10] Session 7: Narrative & Exemplification
[Dec 14] Session 8: Social Proof
[Dec 17] Session 9: Interactivity & Social Presence
[Dec 23] Session 10: Framing & Tailoring
[Dec 24] Session 11: Third person perception & The influence of presumed influence
[Dec 28] Session 12: Guest Speaker & Exam Review
[Dec 31] Session 13: Exam
[Jan 4] Session 14: Group meetings with instructor
[Jan 7] Session 15: Reactance & Defensiveness
[Jan 11] Session 16: Persuasion Knowledge
[Jan 14] Session 17: Media Literacy
[Jan 18] Session 18: Final Presentation