



PHBS

北京大学汇丰商学院



Persuasion Theory & Strategy in Business Communication Module 2, 2021

Course Information

Instructor: Soojin Roh, Ph.D.

Office: PHBS Building, Room 661

Email: sroh@phbs.pku.edu.cn

Office Hours: Monday & Thursday at 3:30 p.m. – 5:00 p.m.; Friday at 9:30 a.m. – 10:30 a.m.; email for appointment

Teaching Assistant:

Phone: TBD

Email: TBD

Classes:

Lectures: Mon & Thursday 1:30 p.m. – 3:20 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
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		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

Assessment task	Weighting
Class Participation (individual)	30%
Discussion Leader (individual)	30%
Final Project - Research Proposal/Strategic Campaign Design (team)	40%

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 18] Session 1: Introduction & Overview
[Nov 22] Session 2: Intro to Persuasion
[Nov 25] Session 3: Attitudes, Normative Influence, and Behaviors
[Nov 29] Session 4: Elaboration Likelihood Model & Source Credibility
[Dec 2] Session 5: Rational & Emotional Approach I: EPPM I
[Dec 6] Session 6: Rational & Emotional Approach II: Extended EPPM and multiple emotions (humor, hope, & pride)
[Dec 9] Session 7: Narrative & Exemplification
[Dec 13] Session 8: Social Proof
[Dec 16] Session 9: Framing & Regulatory fit/focus
[Dec 22] Session 10: Social Identity & Comparison
[Dec 23] Session 11: Group meetings with instructor
[Dec 27] Session 12: Interactivity & Social Presence
[Dec 30] Session 13: In-class review
[Jan 5] Session 14: Culture & Persuasion
[Jan 6] Session 15: Third person perception & The influence of presumed influence
[Jan 10] Session 16: Reactance & Defensiveness
[Jan 13] Session 17: Persuasion Knowledge
[Jan 17] Session 18: Final Presentation