



# PHBS

北京大学汇丰商学院



## MJC602

# Research on Media Industry (Persuasive Communication)

## Module 4, 2020

### Course Information

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**Instructor:**

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Office Hour: TBD

**Teaching Assistant:**

Phone: TBD

Email: TBD

**Classes:**

Lectures: Tuesday & Friday, 3:30 – 5:20 p.m.

Venue: PHBS Building, Room (TBD)

**Course Website:**

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

## 1. Course Description

### 1.1 Context

Course overview:

This course addresses important topics and theories related to persuasive 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), political, health, and social contexts. We will meet a total of 36 teaching hours. Each class lasts up to 2 hours. You are expected to finish assigned readings before class to make sure you'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

Selected journal articles (no textbook)

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
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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.	No
	5.3. Our students will demonstrate competency in critical thinking.	Yes

## **2.2 Course specific objectives**

1. 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**

This is an interactive, graduate-level seminar, with students taking the lead and the instructor serving as moderator, guide and devil's advocate. There will be lectures, workshops and possibly guest speakers. Students may be divided into teams, and although some regularly scheduled class time will be set aside for team meetings, it is most likely for teams to meet outside of class to meet deadlines.

<b>Source</b>	<b>Description</b>	<b>Point Value</b>	<b>% of Course</b>
Question Sheet	Question Sheet 4 points * 5 sessions	20	20
Class Participation	In-class Participation	15	15
Final Research Project	Presenting Initial Ideas for Final Research Proposal Project	5	

	Final Research Proposal Project Final Presentation	5	25
	Final Research Proposal Project Paper	15	
Exam	Exam	20	20
Discussion Leader	Presentation(s) for selected course reading(s) & discussion	15	15
Individual Meeting with Instructor	One-on-one Meeting with Instructor	5	5
Total		100 pts	100 %

## 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

- Topics (Session 2 – 16)
  - Attitudes, Normative Influence, and Behaviors
  - ELM & HSM
  - Risk-as-feelings & EPPM & Extended EPPM
  - Narrative & Exemplification

- Interactivity & Social Presence
- Framing & Tailoring
- Third person perception & The influence of presumed influence
- Reactance & Defensiveness
- Persuasion Knowledge & Media Literacy
- Exam: Session 12 (tentative)
- Final Presentation: Session 18

#### **4. Miscellaneous**

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