



HANYANG UNIVERSITY

Hanyang International Summer School

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	Home University	Hanyang University				
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Course Information	Class No.	TBA	Course Code	CUL1170	Credits	3
	Course Name	Persuasion & Influence				
	Lecture Schedule	Mon-Thu /				
	Course Description	<p>Persuasion plays a crucial role in both our professional and personal lives. This course will introduce and examine the application of the general theories that explain persuasion and one's ability to influence others in interpersonal, small-group, and public settings.</p> <p>The course discusses communication skills, attitudes, and competencies associated with persuasion, influence, and motivation. The application of the principles of persuasion and influence are examined closely and will enable students to learn and practice powerful persuasion communication skills which will enhance both personal and professional success.</p>				
	Course Objective	<p>Upon completion of this course, students will learn how to:</p> <ol style="list-style-type: none"> 1. Examine and analyze persuasion and influence in various contexts: interpersonal, virtual, business, and non-profit organizational contexts. 2. Obtain an in-depth understanding of persuasive principles and identify and critique the many strategies people encounter on a daily basis. 3. Learn how to apply theories of persuasion and influence in a variety of real-world settings through in-class presentations and discussions. 4. Identify principles about how persuasion can be used strategically, effectively, and ethically in corporate or social settings (creative thinking, problem-solving, and effective communication) 5. Learn how to analyze and develop persuasive messages and how to maximize the effectiveness of presentations through body language and verbal and visual messages. 				
	Prerequisite	Not required				

	Materials/Textbooks	<p>Gass, R.H. & Seiter, J. S. (2006). Persuasion, Social Influence, and Compliance Gaining. Allyn and Bacon.</p> <p>Cialdini, R. B. (2007). Influence: The Psychology of Persuasion. New York: Harper Collins.</p> <p>Additional materials and assignment sheets will be handed out in class and/or placed on Canvas.</p>		
Evaluation	Attendance	10 %	Participation	10 %
	Midterm (Individual Presentation)	15 %	Final Presentation (Pair/Team)	30 %
	Persuasive Technique Assignment	20 %	Final Quiz	15 %
		%		%
	Etc.	Evaluation Item		Ratio
				%
				%
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony	
		Day 2	Class Orientation- Introduction to the course	
		Day 3	Laying the Groundwork for Persuasion & Influence	
		Day 4	Persuasive Storytelling Introduction	
	Week 2	Day 1	Nonverbal Aspects of Persuasion - Putting Body Language to Work	
		Day 2	Interpersonal Persuasion: Developing Authenticity (Credibility)	
		Day 3	Interpersonal Persuasion: Engaging Reciprocity	
		Day 4	Presentation #1 (Individual)	
	Week 3	Day 1	Language and Persuasion - Perfecting your persuasive voice	
		Day 2	Conformity and Influence in Groups - Gaining and Maintaining your Audience's Interest	
		Day 3	Sequential Persuasion & Compliance Gaining	
		Day 4	Introduction to Persuasive Message Presentation	
	Week 4	Day 1	Message Strategies and Appeals - Structuring and Ordering Persuasive Messages	
		Day 2	Visual Persuasion: Telling Stories through data. Final Presentation Editing Guidelines	
		Day 3	Presentation #2 (Pair/Team)	
		Day 4	Final Quiz	