



COLORADO STATE UNIVERSITY
— GLOBAL —

COM322: PERSUASIVE CAMPAIGNS

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

In this class, students will learn about current-day work in persuasion and advocacy across health communication, corporate communication, human resources, advertising, public relations, interactive media, and media studies. To understand the relationships between theory, research, and practice, students will develop a campaign proposal that is grounded in both academic and original research. Students work collaboratively to provide each other with feedback on their projects. The proposals will be professional documents for a portfolio or can be developed as an applied project in advocacy within a field.

Course Overview:

Every day, we encounter campaigns that use persuasion and advocacy that try to influence attitudes and behavior. The purpose of this course is to introduce you to the theories of persuasion that drive advocacy in public communication and public relations campaigns. You will evolve a campaign based on research and a growing comprehension of how measuring the effects of communication helps professional campaigners to hone a message promoting advocacy.

Course Learning Outcomes:

1. Evaluate persuasion in the workplace and in social situations.
2. Apply persuasion theory to real-life situations.
3. Design research-based campaign messages.
4. Prepare a campaign proposal that could be implemented.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

1. Perloff, R. M. (2017). *The dynamics of persuasion: Communication and attitudes in the 21st century* (6th ed). New York City: Routledge.
 - a. Ebook ISBN 978-1-315-65771-4
 - b. Paperback ISBN 978-1-138-10033-6
2. *Case Studies in Strategic Communication*. Retrieved from <http://cssc.uscannenberg.org/about-cssc/>
 - a. This is an online, peer-reviewed open access journal

Suggested:

1. Rice, R. E., & Atkin, C. K. (Eds.). (2013). *Public communication campaigns* (4th ed.). Thousand Oaks, CA: Sage Publications Inc. ISBN: 978-1412987707
 - This book available in the CSU Global Library:
<http://sk.sagepub.com.csuglobal.idm.oclc.org/books/public-communication-campaigns-fourth-edition?fromsearch=true>

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The academic week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.

- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapters 1 and 2 in *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project Reminder

Be sure to review the Portfolio Project Description and Portfolio Project Rubric in the Module 8 folder for details.

Module 2

Readings

- Chapters 3, 4, 5, & 8 in *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*
- Comeig, I., Mas-Tur, A., & Viglia, G. (2018). Introduction to the special issue on innovation, knowledge absorption, judgement and decision-making processes. *European Journal of Management and Business Economics*, 27(2), 126-128. Retrieved from <https://www.emeraldinsight.com/doi/full/10.1108/EJMBE-07-2018-067>
- Itzchakov, G., Uziel, L., & Wood, W. (2018). When attitudes and habits don't correspond: Self-control depletion increases persuasion but not behavior. *Journal of Experimental Social Psychology*, 75, 1-10.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Milestone (50 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Issue Campaign Proposal

Remember, you should only select option 1 or option 2—not both. For this option, you should identify an issue that you are interested in developing a specific campaign about. This can be a health issue (e.g., reducing sugar consumption), this can be a political issue (e.g., supporting a particular candidate in an upcoming election), or even a petition for a particular organization or body to enact new rules/legislation (e.g., a school board to adopt a new program) or any other specific social issue of interest to you. However, it must focus on persuading a specific audience to do something. It cannot ONLY be about changing attitudes; your campaign must have a behavioral component to it (e.g., donating money, volunteering, changing behavior). At the heart of it, you should be trying to get a target audience to do something.

For this week's assignment, you need to submit your proposal for the campaign by providing the following information:

1. Identify the core topic/ issue
2. Identify the specific behavior that you want people to adopt, change, or implement
3. Provide a brief rationale for your campaign proposal (no more than 1 page).

Please refer to the Campaign Project Guidelines and Information document for an overview of the core requirements for the portfolio project.

Option #2: Organizational Campaign Proposal

Remember, you should only select option 1 or option 2—not both. For this option, you should develop a campaign on behalf of the organization that you work for (or with if it is a nonprofit). This campaign is NOT about changing the organization's behavior (if you want to do that, choose option 1), but to develop a campaign on behalf of a specific organization tied to an objective that it has. The topic of this campaign could be anything that you like from a product launch to image-based campaign. However, it must focus on persuading a specific audience to do something. It cannot ONLY be about changing attitudes; your campaign must have a behavioral component to it (e.g., donating money, volunteering, buying something, etc.). At the heart of it, you should be trying to get a target audience to do something.

For this week's assignment, you need to submit your proposal for the campaign by providing the following information:

4. Identify the core topic/ issue
5. Identify the specific behavior that you want people to adopt, change, or implement
6. Provide a brief rationale for your campaign proposal (no more than 1 page).

Please refer to the Campaign Project Guidelines and Information document for an overview of the core requirements for the portfolio project.

Module 3

Readings

- Bjerke, M. B., & Renger, R. (2017). Being smart about writing SMART objectives. *Evaluation and program planning*, 61, 125-127.
- Tench, R., Diers-Lawson, A. R., Topic, M. (2018). Communication and (Re)branding toolkit for employment services. *European Network of Public Employment Services Mutual Learning*. Retrieved from <https://ec.europa.eu/social/BlobServlet?docId=20004&langId=en>

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Issue Campaign Proposal

The purpose of this week's assignment is to help you develop the key needs assessment research that you need in order to develop your original research and more broadly your campaign. Once you receive feedback on this section, it can be directly integrated into your final project portfolio (with appropriate revisions for form and content based on feedback and overall assignment requirements).

General Guidelines

- Your paper must conform to APA 6th edition standards. See the CSU Global Guide to Writing & APA for additional information and tutorials.
- Produce a well-researched paper based on the following minimum requirements. Remember, "minimum" does not mean the ultimate goal—you need to have research appropriate to your topic and concepts so if you do a source count find that you have met your minimum requirements, but you have information that is not well-supported, then you are not doing a good job of researching the paper. Also, if you cite a source in the reference section, it must also be meaningfully incorporated in your paper itself. This means you cannot pad your reference section and be doing "appropriate" research.
- Minimum Research Requirements
 - At least 4 academic sources (i.e., peer-reviewed journals)
 - At least 5 government, industry, or CREDIBLE news sources
- Your paper should be between 3 and 5 pages in length. If it is shorter, you are likely not effectively meeting the requirements. It must be kept to 5 pages or less (excluding cover page, references, tables, and figures).

Overall Paper Structure/ Requirements

Introduction

Be sure to offer an interesting attention getter—something that sets the tone for the needs assessment. This should be no more than about a half of a page long.

- Include a specific thesis—this should identify your central conclusion about the situation
- Preview the proposal's main points

Situation Assessment

Effectively analyze a narrow aspect of this situation (e.g., the specific problem you are developing the proposal for) to:

- Clearly describe essential elements of the situation that must be addressed
- Analyze the potential impact (e.g., number of people affected, severity of the problem, etc.) of the situation

Communication Needs Assessment

Based on your research, you need to identify the communication needs in this situation. More specifically, you need to analyze each of the following elements:

- What audience(s) will be affected most by the situation?
- How will the audience(s) be affected?
- What information needs will different audiences have?
- What issue(s) are going to be relevant for different audiences based on this situation?

Needs Recommendations

Based on your research, you need to build an argument for prioritizing both target audiences and information needs. Make sure to support your argument with strong research. While this section is based on research, you should effectively synthesize the situation and communication needs to build a strong rationale for prioritizing communication priorities.

Please refer to the Campaign Project Guidelines and Information document for an overview of the core requirements for the portfolio project.

Option #2: Organizational Campaign Proposal

The purpose of this week's assignment is to help you develop the key needs assessment research that you need in order to develop your original research and more broadly your campaign. Once you receive feedback on this section, it can be directly integrated into your final project portfolio (with appropriate revisions for form and content based on feedback and overall assignment requirements).

General Guidelines

- Your paper must conform to APA 6th edition standards. See the CSU Global Guide to Writing & APA for additional information and tutorials.
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Communication Needs Assessment

Based on your research, you need to identify the communication needs in this situation. More specifically, you need to analyze each of the following elements:

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- How will the audience(s) be affected?
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Needs Recommendations

Based on your research, you need to build an argument for prioritizing both target audiences and information needs. Make sure to support your argument with strong research. While this section is based on research, you should effectively synthesize the situation and communication needs to build a strong rationale for prioritizing communication priorities.

Please refer to the Campaign Project Guidelines and Information document for an overview of the core requirements for the portfolio project.

Module 4

Readings

- Chapter 6 in *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*
- Atkinson, P. (2017). Thinking ethnographically. Chapter 1: Introduction: Granular ethnography. London: SAGE Publications, Ltd. Retrieved from <https://methods-sagepub-com.csuglobal.idm.oclc.org/book/thinking-ethnographically?fromsearch=true> - doi: 10.4135/9781473982741.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 5

Readings

- Banas, J. A., & Richards, A. S. (2017). Apprehension or motivation to defend attitudes? Exploring the underlying threat mechanism in inoculation-induced resistance to persuasion. *Communication Monographs*, 84(2), 164-178.

- Ivanov, B., Rains, S. A., Geegan, S. A., Vos, S. C., Haarstad, N. D., & Parker, K. A. (2017). Beyond simple inoculation: Examining the persuasive value of inoculation for audiences with initially neutral or opposing attitudes. *Western Journal of Communication*, 81(1), 105-126.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (120 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Issue Campaign Proposal

In week 4, we introduced different research methods and in our discussion question for the week, you identified a methodology that you were interested in applying for this week's original research presentation.

The purpose of this week's assignment is for you to summarize the findings from the original research that you have conducted as a part of your target audience analysis for the portfolio project. This should culminate in a 4- to 5-minute recorded presentation of your findings. You are expected to incorporate effective visual summaries (e.g., tables, figures, etc.) of the research.

Your research presentation should include the following content:

- Identification and brief rationale for your target audience
- Brief summary and justification of the research method that you used to conduct your research—it should be clear how your research was conducted, how participants were recruited, etc. (you should have at least one peer-reviewed source supporting your justification of methods).
- Summary of findings to include:
 - Relevant and important demographic components of the target audience
 - Likely attitudes regarding the issue
 - Likely efficacy regarding the issue
 - Factors that would influence their willingness to adopt, change, or enact relevant behaviors
 - How does this connect to your needs analysis?

Submit your presentation file and include the link to your recording in the Appendix. Your recording can be uploaded to a location of your choosing including your CSU Global Google Drive. To run your presentation on computers that do not have PowerPoint installed, you can save your presentation as a video file. Included is a link to instructions for converting a PowerPoint presentation to a movie file.

Option #2: Organizational Campaign Proposal

In week 4, we introduced different research methods and in our discussion question for the week, you identified a methodology that you were interested in applying for this week's original research presentation.

The purpose of this week's assignment is for you to summarize the findings from the original research that you have conducted as a part of your target audience analysis for the portfolio project. This should culminate in a 4- to 5-minute recorded presentation of your findings. You are expected to incorporate effective visual summaries (e.g., tables, figures, etc.) of the research.

Your research presentation should include the following content:

- Identification and brief rationale for your target audience
- Brief summary and justification of the research method that you used to conduct your research—it should be clear how your research was conducted, how participants were recruited, etc. (you should have at least one peer-reviewed source supporting your justification of methods).
- Summary of findings to include:
 - Relevant and important demographic components of the target audience
 - Likely attitudes regarding the organization/ needs
 - Likely efficacy regarding the organization/ needs
 - Factors that would influence their willingness to adopt, change, or enact relevant behaviors
 - How does this connect to your needs analysis?

Submit your presentation file and include the link to your recording in the Appendix. Your recording can be uploaded to a location of your choosing including your CSU Global Google Drive. To run your presentation on computers that do not have PowerPoint installed, you can save your presentation as a video file. Included is a link to instructions for converting a PowerPoint presentation to a movie file.

Module 6

Readings

- Chapters 7, 10 in *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*
- Browning, N., Gogo, O., & Kimmel, M. (2018). Comprehending CSR messages: applying the elaboration likelihood model. *Corporate Communications: An International Journal*, 23(1), 17-34.
- Willoughby, J. F., & Liu, S. (2018). Do pictures help tell the story? An experimental test of narrative and emojis in a health text message intervention. *Computers in Human Behavior*, 79, 75-82.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (150 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Issues Campaign Proposal – Communication Plan White Paper

General Guidelines

Your paper must conform to APA 6th edition standards. See the CSU Global Guide to Writing & APA for additional information and tutorials.

- This should be a well-researched paper based on the following minimum requirements.
 - Incidentally, “minimum” does not mean the ultimate goal—you need to have research appropriate to your topic and concepts so if you do a source count find that you have met your minimum requirements, but you have information that is not well-supported, then you are not doing a good job of researching the paper.
 - Also, if you cite a source in the reference section, it must also be meaningfully incorporated in your paper itself. This means you cannot pad your reference section and be doing “appropriate” research.
 - Minimum Requirements
 - At least 3 academic sources (i.e., peer-reviewed journals)
 - At least 3 government, industry, or CREDIBLE news sources
- The section below identifies both required components and suggestions. Keep in mind that these criteria are the basis for your evaluations—you should critically reflect on your own work before you turn it in to make sure you have accomplished these goals. Please note that major section headers are laid out as they are expected to be applied in your paper. While you can add third or fourth level headers, the first and second level headers should remain this way.
- Your paper should be between 4 and 7 pages in length. If it’s shorter, you are likely not effectively meeting the requirements.

Overall Paper Structure/ Requirements

The overall purpose of this paper is to lay out your recommendations for a communication plan to address the project you have chosen to write about this semester.

Measurable Objectives

This section should be about 1-2 pages long. The overall purpose of this section is to use the analysis of needs in order to establish specific objectives that the proposed campaign should meet if it is implemented. These must be concrete.

You should include the following types of research: academic research related to the issues, and secondary research (e.g., news, internet research, etc.) to all explain and support your conclusions about the objectives.

Remember, that objectives are specific beliefs and/or behaviors that you want to create/change. If you want to persuade, you also need to consider whether how much your target audience knows about the issue, so consider all of the small objectives that would be required to get to your campaign’s final goal. All of these steps must be explained and accounted for in your measurable objectives.

More specifically, for each objective that you propose:

- You should specifically identify the objective
- You should specifically argue which need(s) the objective relates to
- Identify how you will know when your objective has been met
- Argue how the objective directly targets the audience’s beliefs/behaviors.

Based on your research, prioritize the measurable objectives.

Strategy Proposal

This section should be 3-5 pages long. The purpose of this section is to specifically identify the overall strategy that your campaign will use to achieve its objectives, create a sample of specific messages that could be used in the delivery of the campaign, and to identify the role of visual messages in your campaign. Your strategy needs to be directly related to the needs and audience.

Use the theory to guide your strategy proposal and build arguments to explain why this will be effective in meeting your objectives invoking the needs, audience, and media as support for your assertions. You should actively incorporate examples from similar campaigns to demonstrate that your strategy is sound.

More specifically, this section should:

- Identify a specific timeframe for the campaign's implementation—how long will your campaign take to complete each objective/ stage that you identify. Identify what will have to happen before the campaign begins, describe what will happen during the campaign, and describe what happens at the end of the campaign. Be explicit and specific grounding your campaign in research.
- Identify a specific theme for the campaign (e.g., a slogan) and argue why that is appropriate based on the audience and theory.
- Propose how that theme should be communicated (i.e., how it would translate across different media).
- Identify what kinds of supporting messages would be needed to support the theme.
- Identify what kind of visual messaging would be needed (if any) to support. Be specific in terms of the form, function, and impact that visual persuasion would have as a part of the campaign
- Relate your theme, approach, and visuals to the theory, objectives, and audience. Basically, this section should not only be a map laying out what the campaign will look like and how it will be introduced, but also why this map is effectively implementing the theory, meeting the objectives, and appropriate for the audience.

Discussion of Theory

Identify, defend, and develop an explanation of the theory you believe should guide the messages you develop in the communication plan. More specifically, this section should discuss the theory guiding the campaign by:

- Building a brief argument for your theory's applicability to the needs and target audience you have identified for the campaign.
- Thoroughly explain the theory by identifying: (a) the overall purpose of the theory; (b) identifying the key components; and (c) identifying how the theory has been incorporated into campaigns similar to yours in the past.
- Explain what component(s) of the theory your campaign will focus on and why. Often times, there are elements of the theory that may not apply to your problem (e.g., if you were using ELM as your theory, you may only want to have peripheral messages...if that's the case, you need to explain why—this is likely a place where your analyst's findings will be used).

Option #2: Organizational Campaign Proposal – Communication Plan White Paper

General Guidelines

- Your paper must conform to APA 6th edition standards. See the CSU Global Guide to Writing & APA for additional information and tutorials.
- This should be a well-researched paper based on the following minimum requirements.

- Incidentally, “minimum” doesn’t mean the ultimate goal—you need to have research appropriate to your topic and concepts so if you do a source count find that you have met your minimum requirements, but you have information that’s not well-supported, then you’re not doing a good job of researching the paper.
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- Identify how you will know when your objective has been met
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Based on your research, prioritize the measurable objectives.

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More specifically, this section should:

- Identify a specific timeframe for the campaign's implementation—how long will your campaign take to complete each objective/ stage that you identify. Identify what will have to happen before the campaign begins, describe what will happen during the campaign, and describe what happens at the end of the campaign. Be explicit and specific grounding your campaign in research.
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- Explain what component(s) of the theory your campaign will focus on and why. Often times, there are elements of the theory that may not apply to your problem (e.g., if you were using ELM as your theory, you may only want to have peripheral messages...if that's the case, you need to explain why—this is likely a place where your analyst's findings will be used).

Module 7

Readings

- Chapters 9, 12, and 13 in *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Readings

- Chapter 14 in *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (300 points)

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Option #1: Issue Campaign Proposal

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Please refer to the Campaign Project Guidelines and Information document for the requirements to complete the portfolio project.

Option #2: Organizational Campaign Proposal

Remember, you should only select option 1 or option 2—not both. For this option, you should develop a campaign on behalf of the organization that you work for (or with if it is a nonprofit). This campaign is NOT about changing the organization's behavior (if you want to do that, choose option 1), but to develop a campaign on behalf of a specific organization tied to an objective that it has. The topic of this campaign could be anything that you like from a product launch to image-based campaign. However, it must focus on persuading a specific audience to do something. It cannot ONLY be about changing attitudes; your campaign must have a behavioral component to it (e.g., donating money, volunteering, buying something, etc.). At the heart of it, you should be trying to get a target audience to do something.

Please refer to the Campaign Project Guidelines and Information document for the requirements to complete the portfolio project.

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

COURSE POLICIES

Course Grading

20% Discussion Participation
0% Opening Exercises
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing/re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.