

**AMBERTON UNIVERSITY**  
**SYLLABUS FOR LECTURE/CLASSROOM COURSE**

**COM5405.21 Persuasion**  
**Fall 2024**  
**Location: Frisco Center**

**PROFESSOR INFORMATION:**

Name: Dr. Varaidzo Nyamandi  
Phone Number: 972-279-6511 ext. 264  
Office Hours: Friday between 2:00 – 3:30 PM CST Via Zoom  
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**COURSE INFORMATION:**

COM5405.21 Persuasion  
Level: Graduate  
Beginning Date of Session: Saturday, September 14, 2024  
Ending Date of Session: Thursday, November 21, 2024  
**Student access available to the Student Portal: Saturday, September 14, 2024.**

*Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.*

**COURSE PREREQUISITES:**

None

**TEXTBOOK(S) AND REQUIRED MATERIALS:**

Title: Persuasion and Influence in American Life  
Author: Gary C. Woodward and Robert E. Denton Jr.  
Publisher: Waveland Press  
Year Published: 2019 Edition: 8th  
ISBN: 139781478636120  
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, [www.Amberton.edu](http://www.Amberton.edu). There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

**APA Requirement**

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7<sup>th</sup> edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please

consult the *Publication Manual of the American Psychological Association*, (7<sup>th</sup> ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

### **COURSE COMPETENCIES:**

The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study.

The course presents the major theories of persuasion and helps students apply them. Key topic areas include credibility, motivation, social campaigns, manipulation, audience analysis, and adaptation.

**CAVEAT:** No graduate credit will be awarded if COM4405 has been successfully completed.

### **UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:**

1. Comparing and contrasting persuasive theories.
2. Describing the different kinds of fallacies.
3. Identifying, describing, and analyzing fallacious arguments in the media.
4. Writing credibility arguments to persuade an audience, improving interpersonal relationships.
5. Hypothesizing how emotions can be used to influence audiences.
6. Using logic to support a position on a controversial topic.
7. Using information literacy skills to support credibility, emotional, and logical arguments.
8. Discussing methods of audience analysis and adaptation.
9. Analyzing and evaluating persuasive nonverbal behaviors.
10. Examining persuasive messages and speeches in politics, in organizations, and business.
11. Applying the theory of the stages of a social campaign to a movement that affects business.
12. Discussing and analyzing the rhetoric of a campaign.
13. Analyzing the process of manipulation—the unethical side of persuasion.
14. Assessing the characteristics of unethical manipulators.
15. Determining how a manipulator gains control over an audience.
16. Applying information literacy skills to research unethical persuasion.
17. Utilizing effective argumentation skills and techniques to persuade and influence an audience.
18. Developing a personal code of ethics for persuasion.

### **COURSE POLICIES:**

- 1) You must log onto Moodle within the first two weeks to stay enrolled in the class.
- 2) All papers are to be loaded in the Moodle portal by the deadline in Microsoft Word. Papers not submitted in Word will not be accepted and must be submitted again. All penalties will apply.
- 3) Late papers will be penalized 5%. After six days, they will lose 10 points. After 13 days, they will lose 20 points. No paper will be accepted that is more than 14 days late.
- 4) No paper will be accepted if it is submitted any way other than the Moodle platform. In other words, no paper will be accepted if it is submitted via email. It will be considered late until it is submitted on Moodle.
- 5) No assignment will be accepted after Monday of the final week of class.
- 6) It is highly unlikely that you can pass the course without submitting all the assignments
- 7) Because this is a Communication-based course, correct spellings, grammar, and punctuation are expected in all assignments.
- 8) When sending me emails, please use your Gmail email address. Please do not use Moodle to send emails
- 9) Please communicate with me via my Amberton email address: [VNyamandi@amberton.edu](mailto:VNyamandi@amberton.edu)

10) To be considered present, you must answer the first discussion question within the first two weeks of class. 11) If your paper scores more than 20% plagiarism on Turnitin, this is unacceptable, and you will receive a zero.

(This section adapted from various sources)

### ***Student's Responsibilities***

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

### ***Attendance Policy:***

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

### ***Plagiarism Policy***

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

**Originality:** Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

**Paraphrasing** : When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

**Acknowledgement:** When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin “Draft Coach” is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student’s writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

**COURSE DELIVERY METHODOLOGY:**

This course is offered as a Lecture/Classroom course. This course requires that students meet at a designated time in the classroom.

**COURSE OUTLINE AND CALENDAR:**

Week	Topic	Assignment	Competencies Covered	Due Date All assignments are submitted on Moodle
One: Sept. 14 - 20	Using the Library  Learning Style  Introduction	Library Quiz  MBTI assessment Chapter One	5	Class Meeting: Thursday Library Quiz Due Sept. 20 Due Sept. 20 via Moodle  Course introductions
Two: Sept. 21 - 27	Persuasion in an open society	Chapter Two	6	Class Meeting: Thursday  Class discussion: Persuasion in an Open Society
Three: Sept. 28 – Oct. 4	Persuasion Theories	Chapters Five, Six	1	Class Meeting: Thursday  Class discussion: Selecting Three Theories

Four: Oct. 5 - 11	Persuasion Theories	Chapters Five, Six	1,	Class Meeting: Thursday  Major Paper: Persuasion theories. Due Oct. 11
Five: Oct. 12 - 18	Campaigns	Chapter Eight	3,9,10, 11,12	Class Meeting: Thursday  No assignments, a free week, yay!
Six: Oct. 19 - 25	Manipulation. Persuasion Self - Assessment	Chapter Three	3,9,10, 11,12,13, 14, 15, 16	Class Meeting: Thursday  Class discussion: Which persuader are you? Due Oct. 25
Seven: Oct. 26 – Nov. 1	Social marketing messages	Chapter Nine	4, 6, 7, 11, 17	Class Meeting: Thursday  Class discussion: Discuss your Topic in class for the Winning Hearts and Minds presentation Submit your Outline for the Winning Hearts Winning Minds. Due Nov. 1
Eight: Nov. 2 - 8	Persuasion and audience analysis	Chapter Seven	5, 7, 8	Class Meeting: Thursday  No assignment, a free week, yay!
Nine: Nov. 9 - 15	Social marketing analysis	Six	1	Class Meeting: Thursday  Winning Hearts and Minds Class PowerPoint Presentation Due Nov. 15
Ten: Nov. 10 - 21	Persuasion Ethics	Chapter Four	2,18	Class Meeting: Thursday (Optional this week)  Personal Code of Ethics, assignment submitted via Moodle Due Nov.

**GRADING CRITERIA:**

Week	Assignment	Description	Points	Due Date
1	Library Quiz	You will watch Dr. Pendleton's video on the Amberton University Library website on how to use the library and then take the quiz	40	Sept. 20

You will also take the  
MBTI Assessment

1,2,3,6,8	Class discussions	During all class discussions in response to prompts, you will interpret persuasion concepts and apply them to your personal or professional situations and comment on classmates' posts	(5x60) 300	09/19; 09/24; 10/03; 10/10; 10/17; 10/24; 10/31
4	Major paper: persuasion theories	You will write a 11–12-page paper on persuasion theories, applying the theories to a specific organizational or business situation and integrating them with your personal life	260	Oct. 11
8	Hearts and Minds Presentation	You will research on a topic with the goal of changing the minds of a specific organizational audience	200	Nov. 15
9	Develop a Persuasion Code of Ethics	Inspired by the persuasion theories, you will develop a one-page personal persuasion code of ethics specific to you and to your current organization or career path	200	Nov. 19

Graduate  
92 – 100    A  
82 – 91    B  
72 – 81    C

62 – 71     D  
Below 62    F

### **GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:**

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

### ***Incomplete Grades***

An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

### ***How to Withdraw From a Course***

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

### **COURSE DELIVERY METHODOLOGY:**

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
  - Internet browser settings and configuration
  - e-mail and file attachments
  - Uploading and downloading files
  - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

### **HOW TO ACCESS YOUR COURSE:**

#### ***Through the Amberton University Student Portal***

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (<http://www.Amberton.edu>) or at <http://apps.Amberton.edu>. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

**Username** = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

\* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789  
Username: JJonesJr789

**Password** = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: [e-sysop@amberton.edu](mailto:e-sysop@amberton.edu)

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or [advisor@Amberton.edu](mailto:advisor@Amberton.edu) for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send an email to your professor.

### ***Through the Amberton University Moodle Website***

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

### **Moodle Tutorial:**

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

### **COURSE COMMUNICATIONS:**

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system ([my.Amberton.edu](mailto:my.Amberton.edu)). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be [Username@my.Amberton.edu](mailto:Username@my.Amberton.edu)

Example: [LJones-Smith789@my.Amberton.edu](mailto:LJones-Smith789@my.Amberton.edu)

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789



Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google Gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal Gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

**Students are responsible for reviewing the “Communication Guidelines” provided on the individual E-Course for specific instructor requirements.**

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

#### **FORMAT AND SUBMISSION OF ASSIGNMENTS:**

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the “Communication Guidelines” of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

#### **INSTRUCTOR/COURSE EVALUATION:**

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

#### **RESEARCH RESOURCES:**

The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at [Library@amberton.edu](mailto:Library@amberton.edu).

#### **RESEARCH ACCESS:**

Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site ([Amberton.edu](http://Amberton.edu)) or the library site ([Library.amberton.edu](http://Library.amberton.edu)) to find links to databased and digital books. Online resources are available all day, every day.

#### ***Library Live Chat Feature***

Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, “How-to” videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to [library@amberton.edu](mailto:library@amberton.edu) or visit the library in person on the Garland campus for assistance.

