

# SLMC 203: Principles of Persuasion

It is without question that persuasive communication permeates throughout every aspect of our existence. We are constantly inundated with messages designed to influence or change our attitudes, beliefs, values and/or behavior. Moreover, persuasion occurs on every level of communication, from the intra-personal through the global and even occurs within the context of the communication process.

**Credits:** 3

**Program:**

## Strategic, Legal & Management Communication

### COURSE DESCRIPTIONS

**Essential Learning Outcomes:** ELO #4: Intellectual and Practical Skills