

DMS-551 : Digital Persuasion

This course will provide the student with an in-depth understanding of the theories and current research in digital persuasive communication. Students will evaluate the utility of a variety of theoretical perspectives as applied to areas including the following: consumer-generated content, public relations, social media campaigns, in-game advertising, advergames, and cross-media communication. The course will emphasize an understanding of attitude formation, change, and reinforcement as well as the relationship between attitudes and behaviors. Students will learn to use theoretical concepts in the practice of digital persuasion. Off-Campus Distance Electronic Synchronous Remote Delivery.

Credits 3

Prerequisites

[DMS-500](#), [DMS-515](#), and [DMS-542](#)

Term Offered

Fall Only

Session Cycle

F