



# MGMT8077

## Learning to be Persuasive

Session 1, Weekday attendance, North Ryde 2020

*Department of Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Randal Tame

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Credit points

10

Prerequisites

Admission to MMgmt and 40cp at 8000 level

Corequisites

Co-badged status

Unit description

The ability to communicate persuasively is a key skill of leadership. This unit offers a practical introduction to persuasion theory and persuasive communication and aims to develop in students an applied understanding of the psychology of persuasion and the art of rhetoric. The approach is theoretical and practical. We will explore both classical and contemporary ideas of persuasion with an emphasis on recent social psychological theory and research. Students will also practice critical skills in analysing, organising, information gathering, goal setting, evaluating and public speaking. The focus in this unit is on the co-active preparation and delivery of persuasive messages, on the quality of the argument and the engagement of the audience, rather than on the theatrics of the speaker's delivery.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

**ULO1:** Employ deliberate persuasive strategies to encourage others to change their attitudes toward objective things in the world.

**ULO3:** Learn from and engage with audiences of diverse cultural, social and political attitudes and identities to persuade them to come together using a variety of communication techniques.

**ULO2:** Analyse and apply rational concepts and methods in a creative process to

propose a path out of a current predicament or a solution to a current problem.

**ULO4:** Critique a variety of speakers and ways of communicating to deliver persuasive messages.

## Assessment Tasks

### Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

## Delivery and Resources

### Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

<b>Required text</b>	<p>Heinrichs, J., (2017). Thank you for arguing: What Aristotle, Lincoln, and Homer Simpson can teach us about the art of persuasion. Three Rivers Press (CA). ISBN: 9780804189934</p> <p>Where to purchase textbook?</p> <p>The Coop Bookshop: The Coop Bookshop is our main retailer for textbooks and other related academic material. For information on textbook prices and online ordering, please refer to The Co-Op Bookshop webpage at <a href="http://www.coop.com.au">http://www.coop.com.au</a></p>
<b>Unit web page</b>	<p>The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a></p>
<b>Technology Used and Required</b>	<p>Students are required to have access to a personal computer and familiarise themselves with iLearn (<a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p>
<b>Delivery Format and Other Details</b>	<ul style="list-style-type: none"><li>• Number and length of classes: Each class is <b>3 hours long</b>, including lecture and seminar activities. Classes may vary due to public holiday(s).</li><li>• The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li></ul>
<b>Recommended readings</b>	<p>Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page</p> <p>You must be enrolled in this class to see these items in the class iLearn page.</p>

Inherent  
Requirements

None

## Unit Schedule

### Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

Please see iLearn.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released

directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.