MGMT8077

Learning to be Persuasive

Session 1, Special circumstances 2021

Department of Management

Contents

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Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff
Unit Convenor
Salut Muhidin
salut.muhidin@mq.edu.au

Credit points
10

Prerequisites
Admission to MMgmt

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.

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.

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.

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

General Assessment Information

Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Peer Evaluation	10%	No	Week 5 and Week 12
Oral presentation	20%	No	Week 5
Individual Rhetorical Analysis	40%	No	Week 10
Persuasive Presentation	30%	No	Week 12

Peer Evaluation

Assessment Type [1]: Qualitative analysis task
Indicative Time on Task [2]: 10 hours
Due: **Week 5 and Week 12**
Weighting: **10%**

This assessment is made up of two components worth 10% in total. It is two individual peer evaluation assessments worth 5% each.

On successful completion you will be able to:
- 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.

- Critique a variety of speakers and ways of communicating to deliver persuasive messages.

Oral presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 15 hours
Due: **Week 5**
Weighting: **20%**

This assessment is worth 20% in total. It is a 5 minute individual oral presentation.

On successful completion you will be able to:
- 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.
- Employ deliberate persuasive strategies to encourage others to change their attitudes toward objective things in the world.

Individual Rhetorical Analysis

Assessment Type [1]: Essay
Indicative Time on Task [2]: 25 hours
Due: **Week 10**
Weighting: **40%**

This assessment is worth 40% in total. It is a 3000 word essay.

On successful completion you will be able to:
- 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.
- Critique a variety of speakers and ways of communicating to deliver persuasive messages.

Persuasive Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 20 hours
Due: **Week 12**
Weighting: **30%**

This assessment is worth 30% in total. It is a 20 minute group presentation plus a 5 minute question and answer session. Each member of the group will be marked individually.

On successful completion you will be able to:
- 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.
- 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.
- Critique a variety of speakers and ways of communicating to deliver persuasive messages.

[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required Text	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).
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

Please see iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). 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

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

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact 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/.

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.