



MGMT8077

Learning to be Persuasive

Session 2, Online-scheduled-weekday 2022

Department of Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Michael Cherry

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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 Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Peer Evaluation</u>	10%	No	Week 5 & Week 12
<u>Oral presentation</u>	20%	No	Week 5
<u>Individual Rhetorical Analysis</u>	50%	No	Week 10
<u>Persuasive Presentation</u>	20%	No	Week 12

Peer Evaluation

Assessment Type ¹: Qualitative analysis task

Indicative Time on Task ²: 10 hours

Due: **Week 5 & Week 12**

Weighting: **10%**

This assessment is made up of two components worth 10% in total. It comprises two 500-word individual peer evaluation assessments each worth 5%.

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:

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

Individual Rhetorical Analysis

Assessment Type **1**: Essay

Indicative Time on Task **2**: 25 hours

Due: **Week 10**

Weighting: **50%**

This assessment is worth 50% 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: **20%**

This assessment is worth 20% 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. <i>Thank you for arguing: What Aristotle, Lincoln, and Homer Simpson can teach us about the art of persuasion</i> . 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 \(https://policies.mq.edu.au\)](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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](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 \(https://policies.mq.edu.au\)](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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.