MGMO8077
Learning to be Persuasive
Term 3, Online-scheduled-weekday 2024
Department of Management

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General Information

Unit convenor and teaching staff
MGMO8077 Unit Co-ordinator
Michael Cherry
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Level 2, 4ER Building, 4 Eastern Road
Call, text or email me at any time.

Credit points
10

Prerequisites
Admission to GradCertLeadChg

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:

UL01: Employ deliberate persuasive strategies to encourage others to change their attitudes toward objective things in the world
UL02: 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**

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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Oral Presentation</td>
<td>25%</td>
<td>No</td>
<td>Week 5</td>
</tr>
<tr>
<td>Individual Rhetorical Analysis</td>
<td>50%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Group Persuasive Presentation</td>
<td>25%</td>
<td>No</td>
<td>Week 10</td>
</tr>
</tbody>
</table>

**Individual Oral Presentation**

Assessment Type: Presentation  
Indicative Time on Task: 20 hours  
Due: Week 5  
Weighting: 25%

This assessment is worth 25% 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

- 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

**Individual Rhetorical Analysis**

Assessment Type: Essay
Indicative Time on Task: 25 hours
Due: Week 8
Weighting: 50%

This assessment is worth 50% in total. It is an essay of up to 2700 words.

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

**Group Persuasive Presentation**

Assessment Type: Presentation
Indicative Time on Task: 25 hours
Due: Week 10
Weighting: 25%

This assessment is worth 25% in total.

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
- 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
Refer to the MGMO8077 iLearn site for full details of delivery and resources.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Unit Web Page</td>
<td>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></td>
</tr>
<tr>
<td>Technology Used &amp; Required</td>
<td>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>). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</td>
</tr>
<tr>
<td>Delivery Format &amp; Other Details</td>
<td>Refer to the web page for this unit, which can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a></td>
</tr>
<tr>
<td>Recommended Readings</td>
<td>Recommended readings are provided via the links on the iLearn Unit page.</td>
</tr>
<tr>
<td>Inherent Requirements</td>
<td>None.</td>
</tr>
</tbody>
</table>

Unit Schedule
Refer to the MGMO8077 iLearn site for unit schedule.

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
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](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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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
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 Advocacy provides independent advice on MQ policies, procedures, and processes

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.

Changes from Previous Offering

No changes to MGMO8077 from the T1, 2024 offering.