



MGMT8077

Learning to be Persuasive

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Salut Muhidin

salut.muhidin@mq.edu.au

Contact via Contact via Email

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: Apply evidence-based strategies to persuade others

ULO2: Critique a variety of communication tools to analyse your audience and deliver your message accordingly

ULO3: Assess the nature of audiences and apply relevant communication techniques.

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
Peer Evaluation	10%	No	Week 5 & Week 12
Oral presentation	20%	No	Week 5
Individual Rhetorical Analysis	50%	No	Week 10
Persuasive Presentation	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:

- Assess the nature of audiences and apply relevant communication techniques.

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:

- Apply evidence-based strategies to persuade others
- Critique a variety of communication tools to analyse your audience and deliver your message accordingly

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:

- Critique a variety of communication tools to analyse your audience and deliver your message accordingly

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:

- Critique a variety of communication tools to analyse your audience and deliver your message accordingly
- Assess the nature of audiences and apply relevant communication techniques.

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

Please refer to this unit's iLearn page

Unit Schedule

Please refer to this unit's iLearn page

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 connect.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 Advocacy](#) provides independent advice on MQ policies, procedures, and

processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), 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.

Unit information based on version 2025.03 of the [Handbook](#)