

# COURSE DETAIL

## PERSUASIVE BUSINESS COMMUNICATION

**Country**

Denmark

**Host Institution**

Copenhagen Business School

**Program(s)**

Copenhagen Business School Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

105

**UCEAP Course Suffix****UCEAP Official Title**

PERSUASIVE BUSINESS COMMUNICATION

**UCEAP Transcript Title**

PERSUASIVE BUS COMM

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course examines how businesses excel (or stumble) based on how well they tap the widening power and reach of persuasive communication nationally and across borders in today's digital age. Students explore how persuasion theories, corporate storytelling, thought leadership, advocacy, negotiation, and other strategic elements are applied through the organizational communication disciplines to strengthen companies and brands. Primary attention focuses on corporate social responsibility's role in building a positive reputation, driving sales, and enhancing customer loyalty. Lectures, readings, and video clips also provide insight about communicating persuasively when developing new markets, managing ongoing business issues, and dealing with controversies.

### Language(s) of Instruction

English

### Host Institution Course Number

BA-BHAAI1088U

### Host Institution Course Title

PERSUASIVE BUSINESS COMMUNICATION

### Host Institution Course Details

<https://kursuskatalog.cbs.dk/2021-2022/BA-BHAAI1088U.aspx>

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

International Summer University Programme

### Course Last Reviewed

2022-2023

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