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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