

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

International Summer University Programme

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